



PRESS RELEASE

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Deluxe Digital London to use Arqiva's Digital Cinema Platform

- **Deluxe Digital London to use Arqiva's Digital Cinema Platform for the electronic delivery of Digital Cinema Packages to theatres in Europe**

Deluxe Digital London, a major cinema content distributor in Europe, has reached an agreement with Arqiva to use their European Digital Cinema Platform for the electronic delivery of Digital Cinema Packages (DCPs) from international studios to cinemas across Europe.

Barrie Woolston, Commercial Director at Arqiva Satellite & Media, said: "We are absolutely delighted that Deluxe has selected our Digital Cinema Platform for distribution to their extensive network in Europe. Electronic delivery of feature films, trailers and advertising is the most efficient and cost effective means of distributing content to cinemas around the world. Arqiva has developed an innovative, effective and robust Digital Cinema Platform which is proven to meet the needs of studios, distributors and exhibitors. We very much look forward to working with Deluxe Digital London on what we believe is a major step forward for digital cinema across Europe."

Peter Wright, Managing Director of Deluxe Digital London added: "Arqiva's Digital Cinema Platform provides us with the means to confidently deliver content electronically on behalf of studios who rely on us for timely and reliable distribution to theatres throughout Europe. Electronic Delivery significantly simplifies the cinema distribution process and we were looking for a reliable, effective and easily deployable platform to maximize the benefits for our customers," explained Wright.

Arqiva provides robust satellite and IP networks for the managed delivery of entertainment, information and advertising worldwide. It works with leading media distributors to provide electronic delivery services of feature films and live events into digital cinemas across Europe.

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About Arqiva

Arqiva operates at the heart of the broadcast and mobile communications industry and is at the forefront of network solutions and services in an increasingly digital world. The company provides much of the infrastructure behind television, radio and wireless communications in the UK and has a significant presence in Ireland, mainland Europe and the USA. There are three business units:

Satellite & Media provides global communication platforms to enterprise, government and broadcast customers around the world. It owns and operates teleports at key locations including Los Angeles, Washington, London and Paris, as well as comprehensive satellite capacity, an international terrestrial fibre network and extensive media facilities. These enable Arqiva to provide world leading organisations with a comprehensive range of services to deliver their data, broadcasts and media across the globe.

Terrestrial Broadcast provides transmission for all UK terrestrial TV broadcasters, including the new networks being built for the Digital Switch Over. Transmission is also provided for BBC Radio and most commercial radio stations, both analogue and DAB. The company owns and operates two of the six UK digital terrestrial TV multiplexes, enabling major media companies to bring their TV and radio services to Freeview.

Wireless Access provides cellular, wireless broadband, voice and data solutions for the mobile communications, public safety, local government, and commercial markets. Arqiva is the largest independent provider of radio sites in the UK and Ireland. With its own spectrum, the company can provide complete mobile communications networks including backhaul links.

Arqiva has its headquarters near Winchester and other major UK offices in London, Warwick, Buckinghamshire and Yorkshire. Customers include major broadcasters such as the BBC, ITV, BSkyB and the independent radio groups, major telco providers including the UK's five mobile network operators, and the emergency services.

www.arqiva.com

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