



NEWS ALERT

Date: 3 June 2010

Microcinema to join Arqiva's Digital Cinema platform

- **Microcinema has selected Arqiva's IS905 Digital Cinema satellite platform for alternative content distribution to 100+ Italian cinemas**

Arqiva has signed a partnership with Italian Digital Cinema distributor Microcinema to use Arqiva's Digital Cinema platform on the Intelsat IS905 satellite to deliver live alternative content to its network of around 100 cinemas in Italy.

Barrie Woolston, Commercial Director at Arqiva Satellite & Media, said: "We are delighted that Microcinema has selected Arqiva's IS905 platform for distribution to this extensive digital cinema network. As alternative content continues to grow in popularity more and more cinemas are looking for a reliable, cost effective and easily deployable platform with which to capitalize on this new revenue stream. Arqiva's IS905 offers excellent capacity and coverage for Europe, ensuring optimum access to alternative content as well as permanent services such as electronic delivery of Digital Cinema Packages."

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 live events and feature films into digital cinemas across Europe.

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