



## NEWS ALERT

Date: 4 June 2010

### **Microcinema to re-sell Arqiva's Digital Cinema Platform in Italy**

- **Microcinema to promote and sell Arqiva's Digital Cinema satellite platform to cinemas across Europe**

Arqiva has signed a re-seller agreement with Italian Digital Cinema service provider Microcinema. This will see Microcinema promote and sell Arqiva's IS905 Digital Cinema satellite platform to cinemas throughout Italy.

Barrie Woolston, Commercial Director at Arqiva Satellite & Media, said: "We're delighted that Microcinema has chosen to re-sell our platform to Italian exhibitors inside and outside of their existing cinema network. Exhibitors signed up by Microcinema will have our digital cinema satellite systems installed enabling them to electronically receive Digital Cinema Packages, including feature films, trailers and advertising, as well as live alternative events such as sports, music and entertainment."

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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