Press Contact
Eric Philpott
philpott | communications
(905) 773-6651
philpott@philpott.ca

PRESS RELEASE

* For Immediate Distribution *

Qube Cinema Showcases XP-D Digital Cinema Server at CinemaCon
Providing Exhibitors with Flexible TMS Integration and Easy Operation

CinemaCon 2011, Booth # 407A

Las Vegas NV: March 28, 2011 ... As the deployment of digital technology gathers increased momentum, Qube Cinema will showcase its second generation XP-D Digital Cinema server at CinemaCon today. The Qube XP-D Series 2 is fully DCI-compliant and designed to integrate seamlessly with all major Theater Management System (TMS) software, offering exhibitors flexibility in the way they manage content, schedule shows, control projectors and automate cinema operations. The XP-D Series 2 server also delivers remarkable ease-of-operation that virtually erases the learning curve for theater personnel. Built in the U.S., it is a smart alternative for theater owners who want a comprehensive solution for all Digital Cinema formats and standards.

The XP-D Series 2 server supports a full range of established TMS systems, such as those offered by Cinedigm™, Unique, Dvidea, YMagis and Arts Alliance Media. "The XP-D is designed from the ground up with a flexible core media architecture," said Rajesh Ramachandran, CTO of Qube Cinema. "This means it will work hand-in-hand with a variety of TMS technologies and will be easy to update as the Digital Cinema specifications evolve."

The robust hardware, built-in flexibility and ease of upgrades can easily accommodate customized TMS software solutions as well. Explained Eric Bergez, Qube director of sales and marketing, "We've focused our product development on anticipating the needs of both exhibitors and TMS integrators. Whether they are working to meet the challenge of integrating Virtual Print Fee (VPF) financing, or looking for compatibility with custom TMS software, Qube's technology can provide an effective, future-proof solution."

The Qube XP-D Series 2 server forms the backbone of Qube's suite of digital cinema technologies and offers exhibitors an easy upgrade path to the new Qube Xi 4K IMB. The XP-D stores and plays back all the content exhibitors want to present, from pre-show advertising and trailers to features and alternative content. Along with JPEG2000 and MPEG file formats, the XP-D supports a wide

range of video and audio compression standards, on-screen titles and captions, and multiple stereoscopic 3D systems including live-streamed 3D content.

A clean user interface, multi-language controls and drag-and-drop functionality make it easy to assemble, manage and automate theater programs. Qube XP-D servers also provide a web interface so exhibitors can manage their servers over the network from any location.

The past year has seen a renewed push from Qube on customer support for exhibitors and distributors. When requested, Qube technicians can remotely access a Qube XP-D server via the web interface, ensuring systems stay up and running. "Digital technologies still represent disproportionately high percentage of technical issues for all exhibitors," noted Bergez, "so we have expanded our service organization and our 24/7 hotline for technical assistance. With teams of engineers based in North America, Europe and Asia, live help is always available whenever it's needed."

The Qube XP-D Series 2 server is now shipping. CinemaCon attendees will have the chance to get hands-on experience with the system, and meet the Qube Cinema team at the show's inaugural event in Las Vegas, at Caesar's Palace booth 407A. CinemaCon (formerly ShoWest,) is the official convention of NATO, the North American Theater Owners organization.

About Qube Cinema, Inc.
Qube Cinema, based in North Hollywood, CA, is an international manufacturer and provider of end-to-end Digital Cinema technology and mastering solutions. A subsidiary of Real Image Media Technologies, Qube Cinema draws on decades of experience in cinema and a leadership position in the transition from analog to digital technology. The company is committed to creating a seamless Digital Cinema environment for exhibitors, filmmakers and postproduction companies with DCI-compliant products that are flexible, reliable and highly cost-effective. Qube Cinema's product lines include the Qube XP-D and Qube XP-E servers, QubeMaster software solutions, Qube Keysmith KDM generation, and the new Qube Xi Integrated Media Block.

For more information, visit Qube Cinema at www.qubecinema.com.

Qube XP-D Digital Cinema Server
Technical Fact Sheet

Compatibility
- Supports both TI Series 1 and Series 2 DLP Cinema™ projectors
- Compatible with the MXF JPEG 2000 compression standard in 24 fps or 48 fps, as well as high bit-rate MPEG 2 and VC-1 video formats.
- Expandable for compatibility with other formats by adding software codecs
- Accepts uncompressed 16 bit or 24 bit audio at 48 KHz and 96 KHz
- Outputs 16 channels of AES3 digital or 8 channels of analog audio

Security and Reliability
- Two dual-link HD-SDI outputs with CineLink™ 2 encryption between the server and projector
- Supports forensic picture and sound watermarking with Civolution NexGuard™
- Hardware RAID controller for increased storage and reliability
- Redundant power supplies

3D
- Supports stereoscopic 3D using dual-link 12-bit 4:4:4 output to two projectors
- Support for Master Image, XpanD, Real-D™ and Dolby 3D™ available

On-Screen Captions and Subtitles
- Supports subtitling in the CineCanvas™ file format
- On-screen text may be internally generated or transmitted along with timing information to the projector via Ethernet

Media Transport and Management
- CRU DataPort™ receiver for easy ingest from standard removable drives
- Media transport with portable USB-2 hard drives and high-speed data lines
- Optional media transport via satellite multicast transmissions

Theater Automation
- Can automatically and intelligently manage content
- Delete older, unused content when space is required for new content

Remote Operation
- May be managed and operated locally and remotely via a highly-secure interactive user interface
- Web-based UI shows status and allows operation of transport, scheduling, content ingest, key management, media management, setup and maintenance
- Allows viewing of system logs, downloadable as secure XML files

Software
- The server software based on the modular Microsoft® Windows® Embedded Operating System with DirectShow™