



Done via satellite, it will eliminate hardware supports

A group of companies revolutionise movie distribution in Spain

- This innovative system represents a significant streamlining of the distribution process to movie theatres, allowing receive simultaneously to all of them a film in only 3 hours while improving efficiency and security.
- The Madrid Callao cinema will be the pioneer in projecting films distributed by satellite.
- Deluxe Spain, a cutting-edge technological company involved in the audio visual content post-production, introduces this distribution model -in Spain.
- The Hispasat 1E satellite will transmit the films directly to the cinemas with no need for hardware supports.
- Ericsson has facilitated the technological platform for controlling and safely transferring multimedia contents to cinemas.
- MoMe, the service provider, is responsible for the overall system integration and for the digital contents distribution solution deployment.

Madrid, March 13, 2013.- For the first time in Spain, leading companies from the telecommunications sector and the movie industry have come together with the aim of making an innovative and ambitious project reality, in order to modernise the cinematographic contents distribution . It is estimated that, at the outset, they will be able to distribute 20,000 film copies and 30,000 trailers per year to 2,000 movie theatres all over the country, using the Hispasat 1E satellite and with no need for hardware supports.

The technological advances that make up the new distribution system offer significant advantages as compared to those currently used, because they streamline the process and considerably reduce the time spent to receive the films in the theatre, by simultaneously transmitting them to cinemas in just three hours. In addition, security and efficiency increases and logistics are simplified, avoiding the material becoming lost or damaged risks, and deliveries delayed.

The power, flexibility and functionality of the satellite makes it possible for this type of distribution to be used for all types of content, from HD and 3D to the future Ultra High Definition, that is currently being developed. Similarly, the extensive Hispasat satellites coverage enables to extend the solution to Europe and to the American continent.

The Madrid Callao cinema, one of the oldest theatres in Spain, will be a pioneer in this new cinematographic distribution system that will revolutionise the dissemination process in cinemas, in this way combining cultural tradition and technological state-of-the-art.

Hispasat will supply its satellite fleet's space segment; Ericsson has designed the technological platform (contents broadcasting server and digital reception equipment); MoMe will provide the overall system integration and its deployment (broadcasting antennas and receivers, operation and system maintenance) and it will be the service provider; lastly, Deluxe Spain, an audio visual service provider responsible for the most of the cinematographic material distribution in Spain, it will exclusively include this solution to its services, so content can reach cinemas via satellite.

Transmission of cinematographic contents via satellite: dematerialisation of the process

From the large celluloid rolls that distributors used to receive years ago, we have now moved on to a smaller digital format, the DCP (Digital Cinema Package), distributed by delivering hard drives to all cinemas. This involves the preparation of hundreds of film master tape copies, which are sent in packages that are very-well protected, given their fragility, to the different theatres so they can be projected. The cinemas download the hard drive on the projector server and they later have to return the hardware support to the distributor so it can be used again. This all means deploying complicated logistics that are not exempt from risks, as well as delivery times for delivering the copies of between 6 hours and several days, depending on the theatres location .

This entire process can now be replaced by a single film transmission from the Deluxe premises to all of the cinemas at the same time. The Hispasat 1E satellite will transmit the signal sent out by Deluxe, will amplify it and send it back to Earth, where it can be received by the antenna installed in the cinemas. To protect the transmitted contents against piracy, the theatres will receive a digital password by electronic mail that will enable them to decode the film. Thanks to Hispasat fleet's high levels of service, which allow for transmission speeds of over 115 Mbps, all of the cinemas will be able to download a medium-sized film –approximately 200 GBytes- in a secure way onto their projectors in three hours, and a trailer in just a few minutes.

Only these elements are necessary to carry out this process:

- A broadcasting antenna and a management system at the content provider.
- A receiving antenna at the different cinemas.
- Digital projection equipment (already in use by many cinemas).
- A computer for downloading.
- A password that will be sent to the cinemas for decoding the content.

In this way, satellite cinema distribution dematerialises the process, doing away with hardware supports and reducing waste. To give one example, it will eliminate over two million kilometres per year in different transport vehicles, which represents an annual saving of 270 tonnes of CO2 emission.

Technological solution

Ericsson offers a technological solution for the efficient and secure DCPs' distribution: Ericsson CMS-D (previously known as "MediaPath"). The solution consists of a central server for controlling and transferring all of the multimedia contents (distributions) to cinemas, and a receiving server at the movie theatres that receives them and sends them to the projectors.

Ericsson CMS-D provides full control of the transfers to the cinemas from a central console located at the Deluxe facilities. The DCPs' sender server is run and controlled from that console and the receiver or catcher servers that are installed at each cinema, which assemble the contents that are distributed so that they can be sent to the projection rooms and inform the central systems about the progress of these transfers.

Ericsson CMS-D control console manages full distribution to groups of cinemas, partial distributions based upon the titles negotiated with the studios and any other multimedia material that may be useful. Ericsson CMS-D provides mechanisms for generating reports, E-mail notifications and alerts, in such a way that all of the transfer flows from the DCPs are under control at all times and all of the distributions can be fully monitored.

MoMe, as Ericsson partner, will provide the professional service for the integration of the CMS-D system to Hispasat, and the receivers' deployment to cinemas, as well as the front-line levels of support in the lifecycle of the service. Deluxe, in turn, provides the content and manages the system.



Callao City Lights is an innovative project that represents a unique communication model, capable of offering interactivity in three different scenarios at the same time: the square, the screens and Internet. In this way, Callao has become transformed into a cultural and

leisure epicentre in the style of the world great squares, such as Times Square or Piccadilly Circus, with over 250 sq m. of interactive screens with superior quality Full HD, the capacity to broadcast in 3D and applications for downloading music and video and sending photos and messages.

The satellite distribution process is one of the improvements that Callao City Lights is carrying out for this year, together with refurbishing the seats, completing the sound system using Bose technology and the theatre soundproofing and lighting , all assuming an increase in VAT.

With this project, Callao City Lights maintains itself at the forefront of technology and cinematographic industry evolution, as it has been doing over the course of its history: it was the first cinema in Spain to broadcasting a “talkie” movie in 1929, “The Jazz Singer” and also the first film recorded in Spanish in Hollywood, "El Cuerpo del Delito" [*“The Body of Evidence”*]. The first colour film in Spain was premiered in 1935; and the first 3D film in 1953. In addition, it was the first movie theatre to implement Digital Signage as a cultural reinforcement and to support its cinematographic offering in 2011.



Deluxe Spain, a post-production studio for cinema, television and advertising, is a Deluxe Entertainment Services international group member, a leader in post-production services for the entertainment sector. It has got three work centres in Spain: Barcelona, Madrid and Alicante. Its main activities are the post-production of *a la carte* audio visual content and copies manufacturing in both DCP (Digital Cinema Package) and 35mm. Deluxe has the best skilled staff and the best equipment for work at the highest levels of *a la carte* post-production. It moreover offers content-aggregation service to the new IPTV, OTT and VoD distribution platforms.



The HISPASAT Group is made up of companies with a presence in Spain as well as Latin America, where its Brazilian affiliate, HISPAMAR, operates the Amazonas satellite fleet. The Group is the leader in content broadcasting and distribution in Spanish and Portuguese languages, including digital Direct-To-Home (DTH) and High Definition Television (HDTV) platforms transmission. HISPASAT is one of the most important companies in the world in its sector by revenue and the main communications bridge between Europe and America.



Ericsson is the leader global supplier of telecommunications equipment and services for mobile and landline networks operators. Over 1,000 networks in more than 180 countries use the company's network equipment, and more than 40% of the world's mobile traffic moves through the Ericsson networks. It is one of the few companies in the World that offers end-to-end solutions using all of the mobile telephone communications standards. The telecommunications networks and services and multimedia solutions make communication easier for everybody all over the world. Ericsson is working on improving the connected society, using innovation so that all companies and people can benefit from it.



MoMe, founded in the year 2000, is a Telecommunications Engineering company, which carries on its activity in Europe and America, with a notable presence in Spain. It has wide-reaching and acknowledged experience in its sector and it provides satellite communications services, supervision and management systems, radio IP communications networks, instrumentation for digital TV, from the manufacturer to the end user. Amongst its main clients we can highlight telecommunications and infrastructures operators, public and military bodies and large corporations and integrators.

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