

Press release

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ZON Lusomundo selects Barco's digital cinema projectors for XDC's deployment of 213 screens in Portugal

Kuurne, Belgium, 24 July 2009. Barco, a global leader in digital cinema projectors, is proud to announce that it has been chosen by ZON Lusomundo, the largest cinema chain in Portugal, for the deployment of 213 digital cinema systems. By the end of 2010, 28 of ZON Lusomundo's cinema complexes will be equipped with Barco digital cinema projectors.

XDC, a leading digital cinema service company in Europe, and ZON Lusomundo have signed an exclusive agreement for the deployment of 213 full digital cinema systems in ZON Lusomundo's theatres in Portugal. Under the terms of the agreement, XDC will exclusively install Barco's DCI-compliant 2K digital projectors in combination with their CineStore® Solo G3 D-Cinema server and a fully integrated and networked solution in each complex.

"We are very proud that Barco's digital cinema projectors have been chosen to bring digital cinema to Portugal," comments Alain Solomon, vice president digital cinema. "This confirms again the outstanding quality of our digital cinema projectors and services. As more cinemas will be going digital in the future, we look forward to contributing even more to the digital cinema evolution across Europe."

Serge Plasch, Chief Executive Officer XDC says, "We are pleased to be able to work with Barco for this deployment deal. We have a longstanding business partner history with Barco and are familiar with their digital cinema projectors. We know that Barco delivers the reliability and the service we are looking for to provide to our exhibitors."

Luis Roboredo Mota Managing Director of ZON Lusomundo cinemas states, "We will be among the most innovative cinema operators in the world. With Barco's digital cinema projectors, not only will we be offering our spectators even better picture quality, we will also be able to extend our programming to alternative content at all of our theatres with more recorded and live 3D shows, live satellite events such as opera, concerts, and sports. In addition, going digital will allow us to become a more efficient company, lowering our operating costs whilst at the same time generating significant improvements in customer service."

With the DP series, Barco has developed a modular digital cinema projector platform offering a cost effective solution at everyone's desire and for every screen size. To support its rapidly growing digital cinema installed base, Barco has launched a Certified Service Partner program to establish a worldwide support network with the highest quality local service and support.

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All of Barco's digital cinema projectors are based on the pioneering DLP Cinema® technology from Texas Instruments, guaranteeing perfect re-production of film, time and time again, and ensure movie goers enjoy the highest quality film experience with consistent picture brightness, contrast and vibrant colors.

About XDC International

As far as today, XDC has installed more than 500 digital screens in 10 European countries and is the leading service company, dedicated to building a pan-European digital cinema network. XDC provides end-to-end digital cinema solutions including equipment supply, financing (VPF, leasing, ...), training, installation and maintenance, as well as content processing and delivery. The company is the first entity to have VPF digital cinema deployment agreements with all the 6 major US studios Warner, Fox, Universal, Paramount, Sony and Disney for a total of 8,000 digital screens in 22 European countries. Besides its financing program with ING Lease, XDC is setting up a global financing of 100 millions Euros with Fortis Bank to allow the VPF roll out of 2,000 digital screens for its European deployment program. Today, XDC has signed VPF deals with exhibitors for more than 750 screens spread over European countries (Austria, Portugal, Belgium, The Netherlands, Hungary, Czech Republic, Slovakia and Poland) and has received commitment for 250 screens from exhibitors Germany, Switzerland, Spain, XDC Digital Content Lab has been processing more than 500 different titles, and offers a full service including mastering, duplication, key management, 24/7 helpdesk, extranet tracking, physical/virtual delivery. Last but not least, XDC is also very active in Alternative Content by offering a full service from booking and promotion up to delivery, reporting and box office collection. XDC is a 47.2% subsidiary of EVS Broadcast Equipment (Nyse Euronext EVS.BR) and is supported by several leading financial investors. More info available at www.xdcinema.com. XDC Marketing & Communication Department - Tel.: +32 4 364 12 00 - Email: marcom@xdcinema.com

About ZON

ZON Multimedia is the leading Pay TV operator in Portugal with over 1.5 million subscribers and 100% geographical Pay TV coverage with over 3 million homes passed with a next generation hybrid fibre coaxial network. Using the ZON NetCabo brand, ZON is the second largest Internet provider with the fastest Internet speeds in Portugal of up to 100 Mbps. With the launch of Voice and Mobile services (ZON Phone and ZON Mobile), ZON is now a Quadruple Play operator offering more comprehensive and attractive choices to its customers, meeting all their telecommunications and entertainment needs. ZON has an audiovisuals distribution and cinema exhibition business, ZON Lusomundo Audiovisuais and ZON Lusomundo Cinemas. These businesses negotiate exclusive rights to distribute DVDs and cinema exhibition of films, holding the largest cinema network in the country with over 200 screens. ZON is also a partner in a content joint-venture which produces the leading premium sports channel in Portugal Sport TV and produces the four leading Pay TV movie channels – TV Cine. For more information, please contact Luís Roboredo Mota - Irmota@zon.pt - www.zon.pt

About Barco

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with about 3300 employees worldwide. Barco posted sales of 725 million euro in 2008.

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