

Cinecom Austria takes the step from SD to HD digital advertising and offers Pre-Show Solutions to the industry

As Austria's leading cinema sales house, Cinecom has been a pioneer in digital installations for cinema advertising in Europe. Since starting with the first 125 screens in 2004 the digital network has grown to 188 screens in 42 theatres by June 2006. With these Cinecom reaches 68% of total admissions throughout Austria. The switch to digital has proved to be the right decision. In 2005 revenues grew by 26% and from Jan. to Mai 2006 by 23%.

Based on our experience of the last three years and following the SAWA recommendations Cinecom found Cinecom Systems for the next step from SD to HD (high definition) and developed a new unique video player/server.

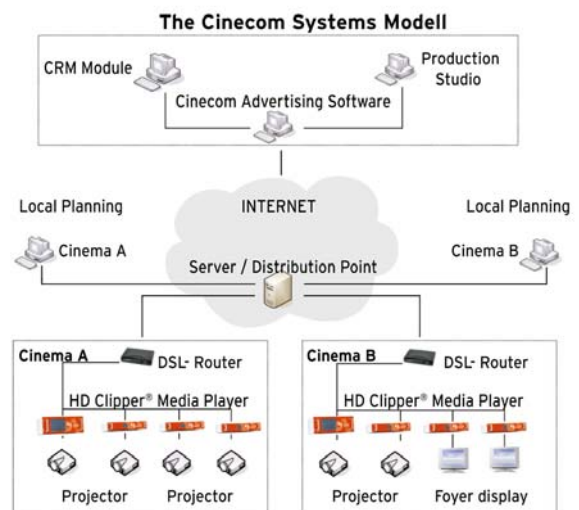
The Cinecom "HD Clipper" is a player of the HD generation that unites the functions of a video player, control unit, relay and audio switch in a single device. The system is based not on PC technology but on stable industry automation technology. It can be integrated easily into the systems already in place and is capable of accommodating future coding standards such as MPEG4 or JPEG2000.



In the last months we have upgraded our production studio to HD and successfully installed the first machines in several cinemas in Vienna.

Cinecom Systems is the perfect partner to turn for pre-show solutions with

- Top knowledge of launching and selling digital cinema advertising
- Years of experience with a well-functioning digital system in real operation
- Newly developed state-of-the-art HD player, also fit for the future
- User-friendly software that is flexible and easily adaptable
- Modular range of products and services, from consulting and individual components to complete solutions
- Forward-looking and top-quality technology at an attractive price
- Alliances with the top projector suppliers meeting all local demands



If our range has sparked your interest, please contact us.

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