



About Qube Cinema, Inc.

Qube Cinema, Inc. is a company with a passion for cinema and a thorough understanding of film, video, audio and computer technology along with vast experience in the production, post-production and exhibition industries - a unique combination of expertise that has helped in the development of the company's digital cinema technology. A subsidiary of India-based Real Image Media Technologies, Qube Cinema, Inc. draws on decades of domain expertise in the media and entertainment space as well as long-standing relationships with key technology leaders.

About Real Image Media Technologies Pvt. Ltd.

Real Image Media Technologies is a company with a focus on digital entertainment technology in the film, video and audio industries. The company was instrumental in the introduction of computer-based digital non-linear editing and digital cinema sound with its alliance with Avid Technology and DTS, Inc. respectively, in India. The Company's expertise in the technology arena, coupled with its strong marketing skills and international exposure has helped it explore several unique opportunities in markets worldwide through its recent initiatives, Qube Cinema: Digital Cinema Solutions and QMedia: Digital Out-of-home Media.

Qube Cinema

Qube Cinema is an entire suite of products providing end-to-end digital cinema solutions presenting the ultimate combination of quality, reliability, ease-of-use, security and flexibility at a price-point that finally makes digital cinema practical. With experience in managing complex technology transformations in traditional film workflows, Real Image has a unique combination of strengths to be a pioneer in the digital cinema field, not just in India but worldwide.

Qube Cinema offers digital cinema solutions built to conform to the DCI standard wherever applicable – from Mastering to Distribution to Exhibition to Archival. Its core is the Qube XP digital cinema player that leverages standard computer processing power through a unique software architecture that makes Qube a powerful, flexible and easily upgradeable system. The Qube XP server is perhaps the only system in the world that is format independent – meaning it can play DCI JPEG2000, MPEG-2, MPEG-4 AVC [H.264] and Windows Media 9 [VC1] out of the same box and even in the same Show.

Over 300 movies have been released on Qube till date - more films have been released on Qube than on any other digital cinema system in the world! Qube has not only been used in cinemas but QubeMaster, a digital cinema mastering solution, has also been used to master about 200 films. QubeMaster is in use in multiple sites around the world including Ascent Media in LA, one of the world's largest post facilities.

On the national front Qube has been adopted by E-City Digital Cinemas for their 500 screen roll out, by PVR Cinemas and by Sathyam Cinemas besides being installed in several independent and other theatre-multiplexes across the four southern states.

Qube digital cinema servers are also in cinemas across theaters in one of the largest independent film chains in the US. There are, also ten Indian content playing theatres in US installed with Qube Technology. Recently Qube has also entered into a deal with the National Film Board of Canada that has now purchased Qube XP E-Cinema Servers, marking the beginning of a partnership that is to see many more Qube installations in this region. Further more another line up of Qube XP-E servers has found its way into cinemas across Puerto Rico. In Europe, Qube is a part of the RedeCine Network in Portugal and the Xtreme Cinemas digital cinema roll out in Czech Republic. And now Qube Cinema is also credited with bringing DCI standard digital cinema to the Middle East and Gulf region with its partnership with the Kuwait National Cinema Company [KNCC]. The pilot D-Cinema installation is in place and it won't be long before every theatre under KNCC is Qube enhanced! Most recently a screening room at the British Academy of Film and Television Arts [BAFTA] has been installed with Qube, opening new avenues for Qube in the European market.

Qube's universal compatibility and adherence to global standards has caught the attention and appreciation of the industry worldwide and today Qube stands at over 400 installations across the globe.

Qube Cinema's dedicated and efficient team and its world-class technology and software are a powerful combination that will help realize the organization's vision of being a global leader in digital cinema technology.

For more details visit the Qube Technology Site: <http://www.qubecinema.com>