



EUROPA CINEMAS

MEDIA-PROGRAMME OF THE EUROPEAN UNION

Curzon Cinemas

Exhibition since 1934

Paris • November 20th 2010 • Rob Kenny, Operations Director

Curzon Artificial Eye

- ☞ Connecting customers to quality content and talent
- ☞ Distribution, exhibition, sales
- ☞ Artificial Eye Film – leading arthouse distributor – Winter’s Bone, Of Gods & Men etc
- ☞ Group formed in 2006 - Curzon Cinemas (Soho and Mayfair) and Knatchbull Communications (Richmond Filmhouse) acquired Artificial Eye Film Co (including Chelsea and Renoir cinemas)
- ☞ Established Fusion Media Sales 2008 – DVD & digital sales to HMV, Amazon, iTunes, retail
- ☞ Developed cinema venture with HMV 2009
- ☞ Only vertically integrated UK film & cinema group

Curzon Cinemas

- ↪ Five London sites - Soho, Mayfair, Chelsea, Richmond, Renoir
- ↪ New site with HMV in Wimbledon, South London, October 2009
- ↪ London's top independent cinemas, strong events and membership programmes
- ↪ 12 screens - all digital - nine screens also have 35mm - UK's only all-digital operator
 - ↪ 6 screens with UKFC support, 6 screens self-financed
 - ↪ Also improved sound, screens and bars in conjunction with digital
 - ↪ Will only install digital in any new screens
- ↪ November 2009 completed digital installation in HMV Apollo Hammersmith - UK's biggest cinema capability with 3,500 seats and a 20m-wide screen - no 35mm capability

Digital Exhibition: the reality for Curzon

- 👁️ Digital projection in more than one screen per site combined with satellite allows for great potential flexibility in exhibition - from 3D to DVD, clever programme/time combinations
- 👁️ 90%+ of films exhibited at Curzon are now delivered as 2k DCI-standard prints
- 👁️ One-off events via satellite (opera, theatre) or HDCamSR (festival screenings)
- 👁️ Live Q&As via satellite uplink or downlink, audience questions via Skype
- 👁️ Potential for gaming tournaments and exhibitions
- 👁️ Key directors refuse to sanction digital - Woody Allen, Alain Resnais, Quentin Tarantino, Paul Thomas Anderson, Christopher Nolan

Thank you!

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