



PRESS RELEASE

Quinta Industries provides STUDIOCANAL with secure film preview service for international sales.

Quinta Industries builds on Civolution's NexGuard™ Content Protection.

Paris, France – 30 July, 2009 - Quinta Industries, a leading European provider of content postproduction and distribution services, and **STUDIOCANAL** a wholly-owned subsidiary of CANAL+ and a leader in film coproduction, acquisition and distribution, announced today the launch of a system for secure transfer of film files using NexGuard Content Protection a solution introduced by Thomson STS now part of Civolution. The launch follows a successful introduction of the system at Cannes' 2009 Film Market.

Until now, STUDIOCANAL relied on DVDs to distribute its films to rights buyers at film markets. These "screeners" usually come with highly visible copyright displays and logos within the video. While not efficiently dissuading piracy, such displays severely impact the viewing experience according to film buyers.

Engaged in a piracy deterrence policy, STUDIOCANAL reached out to Quinta Industries in order to provide previews of its films to foreign rights buyers in a secure fashion with uncompromised visual quality.

A pilot scheme took place for seven STUDIOCANAL films during the 2009 edition of the Cannes Film Market. The films were made available to buyers on USB memory sticks containing their NexGuard-protected integral version. The files can be viewed on PC or Mac using a security token and PIN code. The security token is handed over in person or shipped to the buyer, while the PIN code is sent separately via email. Security token and PIN code are inoperable without one another.

« The scheme was welcomed by film buyers and STUDIOCANAL sales teams » expressed STUDIOCANAL. The success of the Cannes experiment convinced STUDIOCANAL to generalize the use of the NexGuard system. Therefore, Quinta Industries will go ahead with the service, based on NexGuard Content Protection from Civolution.

While never compromising on sound and picture quality for all the content it processes, Quinta Industries continues to innovate and propose solutions against piracy. *« As we introduce all-digital workflows, it is more crucial than ever to protect our clients' content »* explained Jean-Robert Gibard, President, Quinta Industries. *« Thanks to NexGuard Content Protection from Civolution, we offer them peace of mind on top of the most complete set of postproduction and distribution tools available on the market ».*

« We are very pleased to be working with Quinta and STUDIOCANAL. Piracy in the early stage of the content lifecycle can be a major revenue risk » said Alex Terpstra, CEO at Civolution. *« Applying a combination of encryption and imperceptible watermarks is a unique way to reduce such risks without interfering with the viewing experience. »*



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About Quinta Industries

Quinta Industries, a company controlled by Mr Tarak Ben AMMAR, is a major European group for post-production and distribution services. Quinta Industries group includes LTC (photochemical laboratory, production and large prints release), Scanlab (video laboratory, restoration, film recording), DURAN (3D Animation, TV post-production, commercials), DUBOI (Cinema post-production, DI, special effects), Auditoriums of BOULOGNE and JOINVILLE (sound mixing, editing rooms), SIS (sound mixing, editing rooms), Cinestéréo (optical transfer, digital or analogue transfer, sound restoration) and Acousti Studios (music studio).

Quinta Industries markets digital services for post-production customers, including distributors, integrated in a vertical film process. Quinta Industries is leading in France with exclusive systems to secure contents, copyrights and confidential files. It will be the sole protection existing for its customers. The exclusive system will be released for Quinta Industries partners and included in the Quinta Industries global contract for anti piracy services solutions integrated in the specific Quinta Industries secure revenue chain.

For more information about NexGuard Content Protection, go to:

<http://www.civolution.com/applications/nexguard/content-protection/>. Civolution will be demonstrating NexGuard Content Protection at the IBC, Amsterdam, September 11-15th, Hall 5 stand B18.

About STUDIOCANAL

STUDIOCANAL is the European leader for feature films coproduction, acquisition and distribution. It is also the only European studio with a distribution network for all medias over the three main markets; France, United Kingdom and Germany.

STUDIOCANAL manages one of the most important catalogues in Europe, with more than 5000 movies from France, United Kingdom and United States, including movies such as Terminator 2, Basic Instincts or The Pianist. Through their production and international sales activities, STUDIOCANAL is a unique alternative for producers and directors all over the world. STUDIOCANAL is a wholly-owned subsidiary of CANAL+.

For more information, go to <http://www.studiocanal.com>