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AVICA EUROPE LAUNCHES FIRST COUNTRY-WIDE DIGITAL CINEMA NETWORK

IRELAND TO BE WORLD'S FIRST DIGITAL CINEMA NATION

THURLES, CO. TIPPERARY, IRELAND – 17th March, 2005 – Avica Europe, the European arm of digital cinema technology and services leader, Avica; has announced that the first of its countrywide digital cinema networks is now underway in Ireland. This marks the first step in Ireland's groundbreaking nationwide conversion of its cinema screens to digital format.

Through its subsidiary Digital Cinema Limited (Ireland), Avica will enable projection of all forms of content to every screen in both the Republic of Ireland and Northern Ireland.

Kevin Anderson of the country's largest cinema chain, Ward Anderson, noted that "DCL offered us the only solution that both supports Hollywood standards for digital cinema while providing an economically attractive option for independent distributors and exhibitors."

Nicholas Clay, Chairman and CEO of Avica said "We are proud to be able to bring the benefits of digital cinema to theatre-goers throughout Ireland, and thrilled to provide the technology which will enable the country to be the first in the world to make this move into the future of cinema."

Clay noted that the conversion to digital will have no effect upon existing business arrangements between exhibitors and distributors, while delivering the inherent advantages of digital presentation systems, such as enhanced security, aesthetic improvements and easier management.

Avica's European distribution infrastructure will deliver these benefits to the more than 500 Irish screens included in this first national network. Although focused initially on Ireland, several other European nations are expected to follow suit.

About Avica:

Avica is the leading provider of technologies and services for Digital Cinema post-production, distribution and exhibition. Avica's FilmStore™ family of products handles content delivery and presentation for distribution networks; including encoding and encryption, packaging and distribution, security and all aspects of theatre management and screening. For additional information on Avica and its products visit <http://www.avicatech.com>.

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