



Press Release • *for immediate release*

Technicolor Purchases First Two Cinevator™ Real Time Film Recorders/Printers in North American Market

Drammen, Norway, and Burbank, CA. April 14, 2007: Cinevation AS, manufacturer of cutting edge real time film recording and direct-to-print systems, announced today that the testing phase has been successfully completed and two Cinevator™ units have been sold to Technicolor, part of the services division of Thomson SA. With three units already sold to Nordisk Film Post Production in Oslo (Norway) and Copenhagen (Denmark), this marks the beginning of real time film recording in digital intermediate facilities around the globe.

The new equipment has been installed at Technicolor's Digital Intermediate facility in Burbank following extensive testing of all aspects of the Cinevator™ as well as integrating the machine into its production workflow. Additionally, the past few months have culminated in a series of screenings for Technicolor's clients who have come to expect extremely high quality standards to prove that the machine is truly 'production ready'. The first major studio feature has been output on the machine and more are scheduled when the second machine is installed at Technicolor facilities in Burbank.

Ahmad Ouri, President of Technicolor Content Services, summarized the expectations of the Cinevator™. *"This product gives us a competitive advantage in an environment where a worldwide day-and-date theatrical release for features has become the norm. Leveraging Technicolor's unique ability to turnaround finished features from DI to release printing in unprecedented time, our customers will benefit from the speed, the quality and the possibilities the Cinevator™ offers."*

This is an important milestone for Cinevation as Rune Bjerkestrand, Managing Director and Founder of Cinevation points out: *"We are very enthusiastic about the partnership with Technicolor, and very grateful for the input we received from them over the past months. They put the machine - and our team - through its paces. But with their help it is now the high-end product that Hollywood productions demand."*

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About Technicolor Content Services

Part of the Services division of Thomson, Technicolor Content Services provides world-leading, state-of-the-art pre-production, production, post-production and post post-production services to major Hollywood film studios, independent filmmakers, cable and television networks, and commercial advertisers. With facilities located in major film, cable, and television production centers around the world, Technicolor Content Services offers a wide range of capabilities, including DVD compression, authoring, menu design, and localization; video on demand (VOD) encoding; episodic television and commercial advertising completion; digital intermediates, high-definition dailies processing; 2-D and 3-D visual effects; digital previews; video game development, design, and localization; sound design, recording, and mixing; multilingual subtitling, captioning, and localization; and film and audio restoration and preservation. For more information: <http://www.technicolor.com>

About Cinevation

Cinevation is a leading developer and manufacturer of real-time digital film recorders, digital film printers and digital intermediate tools for the film post-production industry. Cinevation is in this business to facilitate the motion picture industry's transition from the analogue to the digital world. Its user-friendly products and solutions will enhance the efficiency and quality of digital work processes and equipment in the post-production of films and bridge the gap between analogue and digital film.

The company's global headquarters are located in the city of Drammen, 40 km south-west of Oslo, Norway. Cinevation is co-founder and member of 35Digital (www.35digital.com), an international network Alliance with the purpose of providing a total range of innovative tools and equipment covering the complete work process of film.

For more information, visit the Cinevation web site at www.cinevation.net or contact the company at +47 90 53 34 32 or office@cinevation.net

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