



# BSS WORLD

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Boeing Satellite Systems, Inc.

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# Digital Cinema Puts on a Vegas Show

BSS demonstrated Boeing digital cinema, which enables same-day delivery of digital media via satellite to multiple movie theaters, at this week's ShoWest 2001 convention in Las Vegas.

Boeing digital cinema, scheduled to be available for delivery by the first quarter of next year, features high-quality, secure, and cost-effective film distribution by satellite-based and fiber-optic networks. Theaters equipped with Boeing digital cinema can also use the service to

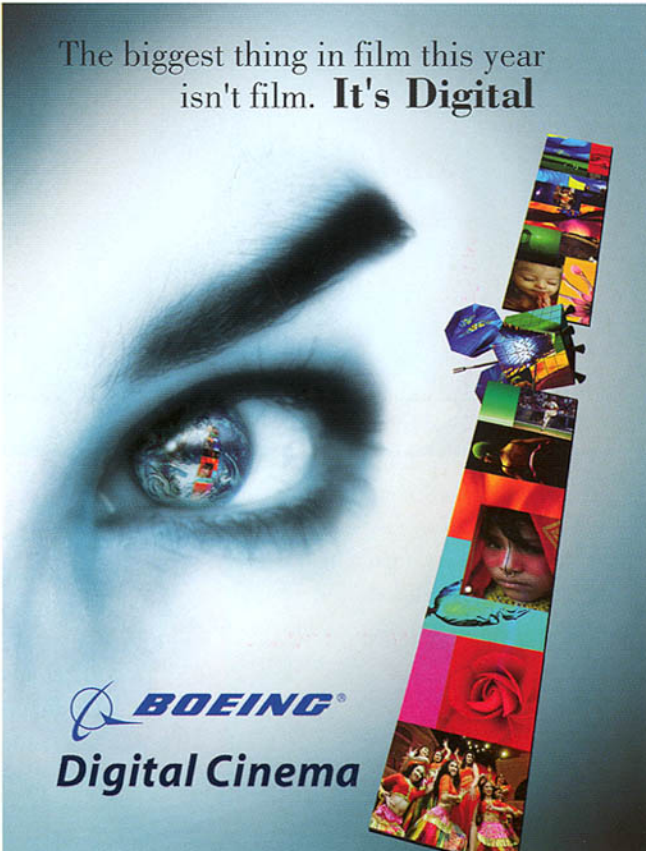
screen sporting events, rock concerts, and distance learning, among other offerings.

BSS provided a simulation of Boeing digital cinema's operation in a 1500-square-foot exhibition space at ShoWest 2001, a motion picture industry convention.

Boeing digital cinema provides a fully integrated, end-to-end solution that manages the planning, booking, security, delivery, and accounting of digital cinema engagements. Boeing digital cinema benefits from BSS's experience in

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The biggest thing in film this year isn't film. **It's Digital**



**BOEING**  
Digital Cinema

# Digital: ShoWest

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secure data delivery.

“With this technology, first-run movies and alternative media can be digitally simultaneously distributed to your neighborhood theater and unlike film stock, the digital film file quality won’t degrade after multiple screenings,” said Tig H.

Krekel, BSS President. “What the movie-goer sees is high-quality, digital programming, every time. What the chain or independent theater owner receives is the best quality content, stored in digital format, that is complete, consistent and programmed for a defined number of airings.”

On March 18, Boeing digital cinema will screen the world’s first-ever digitally transmitted and projected feature film premier at Disney’s California Adventure theme park in Anaheim, California. Boeing digital cinema will deliver “Spy Kids” to the park’s Hyperion Theater.