



PRESS RELEASE

Europa Distribution has chosen PUMfilms for its private online screening room on CIDINET

Paris, France, October 28th 2009

Europa Distribution has chosen UbicMedia, and its service PUMfilms to create on its internet shared network www.cidinet.eu a private online screening room for the Norwegian film *North* by Rune Denstad Langlo, dedicated to all its members.

Adeline Monzier, Manager of Europa Distribution, says: "We organize, within the framework of our distribution workshops supported by MEDIA, case studies of recently released or upcoming European movies. Enabling our distributors to see in advance the movies discussed during our workshops is a good way to make the case studies as constructive as possible and to involve distributors in the debates. We decided very naturally to go for a secure, flexible and inexpensive option like PUMfilms. In addition, to have this online screening room on CIDINET is a natural extension of what the database, also supported by MEDIA, offers to distributors: an efficient sharing of information on promotional and technical material and constructive networking".

« All the advantages of the Internet are there, comments Marc Ferrieux Sales Manager at UbicMedia. With PUMfilms, professionals will be able to view the movies from their office, home or while on a trip. With dematerialization, they don't need to ship, stock the large amount of DVDs that they usually get."

« Advantages are numerous and real, adds Marc Ferrieux. This solution is less expensive (time and money) as sending DVDs or setting up private viewings in theaters. These virtual screenings are completely secured which was not case with DVDs: has the recipient received the DVD? Is it stored safely? The client can follow viewings history in real time, which optimizes the sales process and reactivity ».

For Alain Rosset, UbicMedia's Founder and President, "The PUMit solution can apply to the whole 100% secure life of a movie: from its production, sale, distribution until its online version. The trust of Europa Distribution in our solution is definitely motivating us in our innovative approach to better service the whole film production chain."

« That demonstrates the adequacy of our approach : Internet is a new medium for which services have to be reinvented and a maximum of possibilities have to be explored in terms of modern economy: Security, Monetization, and Green economy.”

Europa Distribution, with a membership of 75 leading independent distributors representing 19 countries, serves as the voice of the European independent film distributor. It acts as a lobby, a think tank as well as a network and aims to develop a strong European film industry. The Dardenne Brothers are the Presidents of Honour of the Association and the Board of Administration is chaired by Régine VIAL (Les Films du Losange / France) & Antonio MEDICI (Bim / Italy).

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Since 2007, **UbicMedia** has conceived and developed PUMit a technical solution for the secure distribution and high quality viewing of contents on the Internet. With PUMit, the rights holders can benefit from viral marketing at a lower cost through a multi channel distribution of their movies on the Internet (DVD, USB key, memory card...). PUMit allows them to use a wide range of economic and promotional models that all are modifiable at any time even if content is already distributed; it respects the internet users' privacy and liberty. The 2.0 version of PUMit was used in early 2009 by the French “Académie des CESAR” for the 2008 best short film awards selection process.

UbicMedia has established its USA branch in summer 2009,
<http://www.ubicmedia.com/cp.php>

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