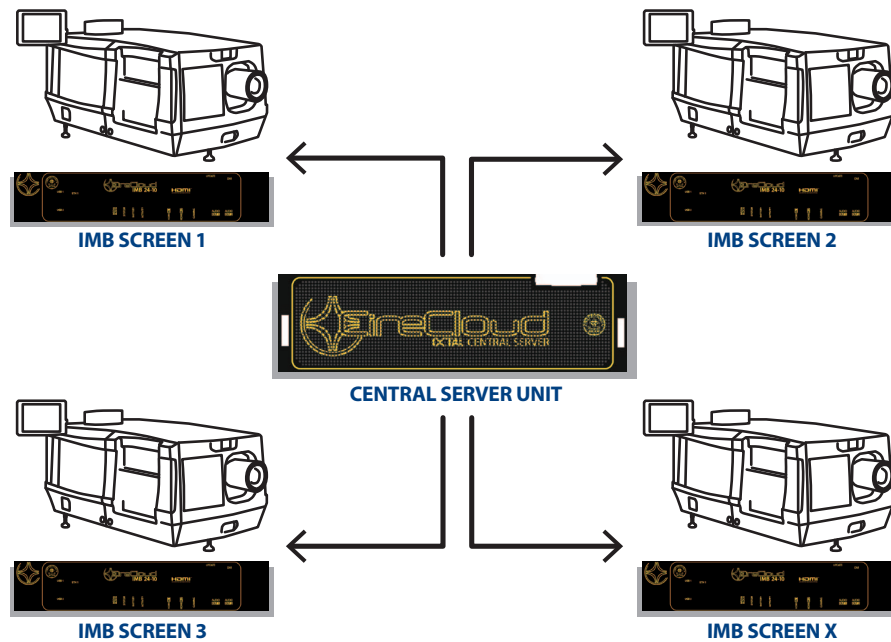


### INNOVATION

**CineCloud**, combining **innovative technologies** with a totally new approach, will allow cinema exhibitors to reduce purchasing costs, to efficiently manage and optimize digital cinema systems, from small theaters to multiplexes.

By exploiting **Cloud Computing** and **Data Centers** features, **CineCloud** introduces itself as the only digital server for centralized cinema management which can improve efficiency and reliability and increase flexibility of your cinema. It is not necessary to place a server close to the projector in the screening booth, but you need only one of it to manage all screens in the theatre.

**The movie**, stored and encrypted on the central server, is processed and the data are **streamed over a LAN network** in real time **to the Integrated Media Block (IMB)** which is inserted into Series II cinema projector.



### REDUCTION OF COSTS

**It's cheaper** than any other server on the market. You will just need to purchase one rack for all your screening rooms, **reducing energy use by up to 80%** in the case of multiplexes.

Thanks to the use of high shared disks capacity, even **libraries** - which are commonly used in current cinema systems - **will be unnecessary**.

**The hardware configurations are scalable** for all types of movie theatres, from small theaters to multiplexes and the **Theatre Management System (TMS)** is **included** in the initial cost.

### MANAGEMENT SIMPLIFICATION

The integrated **TMS** software, with an **user friendly interface**, will allow to manage several advanced features: the **full manageability of the system by remote** introduces the concept of **un-attended projection booth** and, looking forward, it suggests the idea of **a new generation of boothless theatres**.

**In case of component fault**, you are in condition to swap it with a new one, just exploiting the **"hot swap" technology** during the normal function of the other equipment. **CineCloud technology will automatically find the new hardware and reprogram it**, so that it can restart working normally. Moreover, the location of the **Central Server far from the dirty and hazards of the booth environment** contributes significantly to the high level of reliability the system can guarantee.

Using **CineCloud** you will **transfer a movie** from one screen to another **in less than 10 minutes or in a few seconds** using the **Dynamic Movies Scheduling**.



## TECHNICAL SPECIFICATIONS

The **CineCloud** technology is based on **professional hardware components which are used in main Data Centers** and are designed to **operate continuously for 24 hours a day**, for years, while the equipment could be **constantly monitored by the Cinemeccanica operation center**.

The **SINGLE, QUAD** and **OCTAL** Central Server solution **can be combined** in order to match the requirements of performance, reliability and redundancy of the system.

Each of them includes respectively 1, 4 or 8 server modules.



### Central Server SINGLE Screen

3 HDD Raid5 – 2TB net - Expandable up to 6TB net

2 x 1 Giga Ethernet ports

2 x 10 Giga Ethernet ports or Fiber Optic Ethernet card (option)

Direct ingest via USB 2.0, LAN or CRU (option)



### IMB 24-10

Ethernet connection for the content streaming

JPEG2000 and MPEG-2 decoding

8 Audio Pairs (through 2 x RJ45 connectors) - 7 GPO - 4 GPI

Output resolution up to 4K in 2D and 2K in 3D

High Frame Rate supported

Fully managed by the CMCloud TMS

Videoscaler board (VSC) as option including: 3 x HDMI 1.3a inputs with HDCP support, 1 x DVI-I input, Upscaling up to 4K



### Central Server QUAD Screen

4 independent Modules

Extra modules can be added at any time after installation

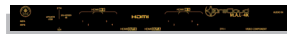
One controller for all modules networked

3 x 3,5" Hot swap HDD (Raid 5) 2TB net – Expandable up to 6TB (3 x HDD 3TB each).

2 x 1.0 Gigabit Ethernet ports

2 x 10 Giga Ethernet ports or Fiber Optic Ethernet card (option)

Direct ingest via USB 2.0, LAN or CRU (option)



### M.A.I.-4K

Videoscaler up to 4K output resolution

MPEG-4.10 (H.264), SMPTE 421M (VC-1), AVS, WMV9, MPEG-4.2, and MPEG-2 decoding

Two independent scaling data-path with optional PIP capabilities

Integration with IMB 24-10 functionalities and full remote network based management for TMS integration

8 HDMI 1.4a (with 3D Support)

Analog Inputs Component/RGBs

Full Color Correction control

Full Gamma Correction Control on 16 zones

Gigabit Ethernet connection to centralized Storage for alternative contents access + 1 Ethernet for remote management



### Central Server OCTAL Screen

8 independent Modules

Extra modules can be added at any time after installation

One controller for all modules networked

2 x 3,5" Hot swap HDD (Raid 1) 1TB net – Expandable up to 3TB (2 x HDD 3TB each).

2 x 1.0 Gigabit Ethernet ports

2 x 10 Giga Ethernet ports or Fiber Optic Ethernet card (option)

Direct ingest via USB 2.0, LAN or CRU (option)



### AUTOMATION BOX (option)

14 Digital inputs

10 Digital outputs (expandable as option)

LAN controlled

Fully Managed by CMCloud solution

RS-232 IN/OUT (option)

2 analog outputs (option)



## OPTIONS

With the **FAST NETWORK** option it is possible to add a 10GB Ethernet and **increase up to 5 times the speed of the content transfer** between modules;

With the **ULTRA FAST NETWORK**, based on fiber network cards, **the transfer speed is more than 10 times faster** and it will take **a few minutes**;

With the **PREMIUM NETWORK** you will **transfer a movie from one screen to another in a few seconds** using the **Dynamic Movies Sheduling**.

Each single Server Module may be configured with the **HIGH CAPACITY** option: that means the capacity of the modules rises **from the standard 2TB up to 6TB\*** (\*depending by models).

**CineCloud is completely open to integrate all third-party components** so that, in the near future, the movie theatres will be **an ideal place to socialize** and get a full interactive experience.

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