



THE INTERNATIONAL DIGITAL CINEMA MARKET

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***SHEILA DE LA VARENDE NAMED Executive Director of
DIGIMART - the international digital cinema market***

September 21 to 24, 2005 at Ex-Centris

Daniel Langlois, president and founder of Ex-Centris, is pleased to announce the appointment of **Sheila de La Varende** to the position of Executive Director of DIGIMART, a new and unique film-industry marketplace. The event's first edition, focused on the numerous business opportunities created by the industry's ongoing shift to digital production and distribution, will be held from September 21 to 24, 2005 at Ex-Centris, a state of the art venue for the screening of independent cinema and a laboratory for exploring new digital imagery.

"I am proud to be contributing to the establishment of DIGIMART at a time when digital technologies are providing a new economic and artistic framework to film professionals. Key issues affecting the adoption of digital distribution for theatres worldwide will be examined from several perspectives at the first DIGIMART event. The adoption of digital distribution and the renewal of theatrical exhibition are creating the opportunity to create a viable and exciting new economic context for independent producers and creators and for major studios and distributors alike," said **Daniel Langlois**. "There have never been so many bridges between the arts and new technologies, and few cities are better positioned than Montreal for fostering those links. With its development houses, artists and diverse community of renowned researchers and thinkers, Montreal has a tangible strategic advantage in technological terms, making it a unique and ideal city for establishing DIGIMART," added **Daniel Langlois**.

Daniel Langlois continued: "**Sheila de La Varende** has worked in the film industry, both in Canada and abroad, for two decades. Her deep expertise and extensive international network will contribute to the growth and stature of DIGIMART, and will help this innovative project develop productive collaborations and partnerships."

The first edition of DIGIMART will be held from September 21 to 24, 2005, in Montreal. The choice of dates for this year's event reflects the importance of undertaking the project within a festival environment that includes a critical mass of industry professionals from around the world. DIGIMART will therefore work with the *New Montreal FilmFest* with the aim of providing a complementary industry gathering and maximizing the synergies between the organizations, all the while maintaining its own distinct identity.

DIGIMART 2005's programming will be built around the theme of "**New Age Distribution**," and will be focused on the present and future issues facing digital distribution and exhibition on a global scale.



Roundtables, case studies and workshops featuring reputed consultants, buyers, distributors, and representatives from groups and organizations in the audiovisual field will bring insight and concrete solutions to key questions raised by the transition to digital. Remaining fully up-to-date with developments in distribution and exhibition, in 2006 DIGIMART will become a full-fledged marketplace for the purchase and sale of cinematic products and services within the new digital economy.

Details regarding registration for DIGIMART will be available soon at a new electronic venue devoted to the international digital-cinema market. DIGIMART is seeking a diverse professional clientele involved in all aspects of cinema production, distribution and exhibition.

"I am delighted to be able to participate in launching DIGIMART in Montreal, and in helping to make new digital technologies available to a broad community of professionals from around the world – in the process promoting the distribution and screening of independent works using the new digital networks. After all, DIGIMART's primary goal is to ensure that professionals are well equipped to respond to the rapidly shifting landscape in the Quebec, Canadian and international film industries," added **Sheila de La Varende**. "I would like to thank Telefilm Canada and the SODEC, for their generous support of this inaugural edition of DIGIMART."

DIGIMART, the international digital cinema marketplace, is a non-profit organization based in Montreal. It is devoted to providing networking and business opportunities to the world's film professionals by holding an annual international market and related activities.

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