



THE INTERNATIONAL DIGITAL CINEMA MARKET

3530, Saint-Laurent Blvd., Suite 500
Montréal (Québec) H2X 2V1

T (514) 847.3536 / F (514) 847.0966

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A SUCCESSFUL FIRST RUN!

Montreal, October 11, 2005 – DIGIMART's inaugural edition, which took place from September 21st to 24th at Ex-Centris, was a resounding success. *The Global Digital Distribution Summit* gathered leading digital pioneers from Australia, Brazil, China, Germany, Luxembourg, Peru, South Africa, Sweden, the Netherlands, the United Kingdom and the United States, and attracted more than 200 industry delegates from Canada and abroad.

During the three-day *Global Digital Distribution Summit*, innovators, filmmakers and other leaders of the digital revolution offered their views on digital distribution opportunities, while exploring evolving business models and practices with attending industry representatives.

Daniel Langlois stated, "Created at a time when new networks dedicated to digital distribution offer exciting artistic and economic opportunities for the entertainment industries, DIGIMART stimulated new dialogues and created the necessary alliances to help film industry players move forward in the digital transition. New business and cultural networks were born at DIGIMART's *Global Digital Distribution Summit* this year, and we will be pursuing our efforts to accompany the industry throughout this revolution. "

"The success of DIGIMART's first run reflects the need to establish, here in Montréal, a new industrial platform connected to the digital future. Thanks to the significant contribution of our digital experts, the enthusiasm and interest expressed by industry delegates and the support granted by various public and private partners in this first year, we have established the necessary bases to ensure dynamic growth " declared **Sheila de La Varende**, Executive Director of DIGIMART.

This positive assessment of DIGIMART's first edition gives strength to its continuity, enabling it to evolve as markets change and adapt to digital developments. Dates for the 2006 edition of DIGIMART will be announced in due course.

A complete transcription and a DVD containing sessions and presentations held at DIGIMART's *Global Digital Distribution Summit* will be made available at www.digimart.org.

This first edition of DIGIMART counted on the invaluable support of many partners and collaborators: SODEC, Téléfilm Canada, Ministère des Affaires municipales et des régions, Canada Economic Development, Trade Routes Contributions Program of Canadian Heritage, The Daniel Langlois Foundation for Art, Science and Technology, Ex-Centris, Bell Canada, SONY of Canada, Davies Ward Phillips & Vineberg, NATIONAL Public Relations, The New Montreal Filmfest, National Film Board of Canada, ARTV, Radio-Canada, Café Méliès, Hôtel Godin, Contact Image, and Solotech.



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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Information: François Morin
T_ 514. 983-7876
fmorin@national.ca

Sylvie Deslauriers
T_ 514. 824-0670
cinecom@ca.inter.net