



PRESS RELEASE

## **Technicolor Reinforces its European position in Post-production and Distribution to Support the Film Industry Transition to Digital**

*The acquisition of several activities of Quinta Industries and the opening of a language versioning facility in France strengthens Technicolor's strategy in the Media & Entertainment sector*

**Paris (France), 20 January 2012 – Technicolor** (Euronext Paris: TCH) today announced the reinforcement of its European presence through the takeover of most of the activities of ADJ (Auditoriums de Joinville), SIS (Société Industrielle de Sonorisation) and ScanLab. The company also announced the creation of a film and television language versioning facility in France.

Going forward, these initiatives will enable Technicolor to play a key role among French and European studios.

*“We are proud to enter the French market for digital post-production and distribution and to put our skills and expertise at the service of the French cinema industry,”* said Frédéric Rose, CEO of Technicolor. *“These moves align perfectly with our strategy in the Media & Entertainment domain and will enable us to further reinforce our worldwide leadership positions.”*

### **A Worldwide Approach to Digital Services for the Film Industry**

Technicolor is a worldwide leader in *Creation Services*, which include post-production services, special effects, animation, digital cinema distribution as well as content coding and formatting for distribution. About 5,000 people provide these services in North America (Canada, U.S.), Asia (Thailand, India, China) and Europe (U.K., Spain, Italy). France now joins the list, where Technicolor will play a key role within the film industry.

They are part of the company's *Entertainment Services* segment, which serves the worldwide Media & Entertainment Industry – from major and independent film studios and broadcasters to advertisers and publishers of software and video games.

Technicolor's approach in this area is to develop a set of innovative, high value-added services to support the digital transition of the worldwide Media & Entertainment industry. This is why the company has greatly reinforced its capabilities in digital post-production services (audio, color management and digital conversion): Technicolor recently increased its TV and film post-production capabilities on the U.S. West Coast with the acquisition of LaserPacific. The company also reached an exclusive franchise agreement with PostWorks for usage of the Technicolor brand and know-how on the New York market.



The company also opened a new, advanced audio post-production studio at Paramount studios in Hollywood, supplying a wide range of post-production services for cinema and TV productions.

Technicolor continues to look at opportunities to expand its geographical footprint.

## **Technicolor becomes a key player on the French market**

### ***Purchase of post-production and digital conversion activities***

Following the Jan. 20, 2012 ruling by the Tribunal de Commerce in Nanterre, France, Technicolor will acquire the following activities:

- ADJ (Les Auditoriums de Joinville) and SIS (Société Industrielle de Sonorisation), which are audio businesses
- Scanlab, which provides digital conversion – coding, VOD and DCP (Digital Cinema Package) mastering – thereby enabling Technicolor to enter the French digital cinema distribution market.

These operations entail adding 34 employees to the Technicolor payroll, 70% of the total number of employees working for the acquired activities.

At the same time, a proposal has been made to purchase the activity and post-production image/color/colorization skills of the Duboi company as well as some assets of Quinta Industries, Duran and LTC, which are part of the same corporation.

If accepted by the court, all of these operations would involve the hiring by Technicolor of 54 employees, including skills and experts highly-esteemed within the film industry. The financial details of these operations are not made public.

### ***Opening of a language versioning facility in the Paris region***

Already active in Italy and England in the language versioning sector, Technicolor has reinforced its resources with the establishment of six new advanced digital studios at its facility in St. Cloud (near Paris), France. The new unit is already operational, following the signature of the first contracts early this year.

### **About Technicolor**

Technicolor, a worldwide technology leader in the media and entertainment sector, is at the forefront of digital innovation. Our world class research and innovation laboratories enable us to lead the market in delivering advanced video services to content creators and distributors. We also benefit from an extensive intellectual property portfolio focused on imaging and sound technologies, based on a thriving licensing business. Our commitment: supporting the delivery of exciting new experiences for consumers in theaters and homes.

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