



Cinedigm Software Releases New Theatre Command Center-Enterprise Solution

Head Office Software Links Digital Theatres Running Theatre Command Center TMS

MORRISTOWN, NJ and LOS ANGELES, CA, Jun 22, 2010 (MARKETWIRE via COMTEX News Network) -- Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), the global leader in digital cinema, today announced the worldwide release of Theatre Command Center-Enterprise (Enterprise), a powerful software solution designed to streamline and automate circuit-wide digital cinema operations. Enterprise was designed in conjunction with Cinedigm's industry leading Theatre Command Center(TM) TMS to provide real-time, consolidated digital theatre information and to centralize certain scheduling and content management tasks and allow exhibitors to save significant time and money through automation.

Real-time events and statuses from all networked digital theatres are captured in a robust central Enterprise database for unprecedented operating control and business intelligence. Enterprise also centralizes preshow scheduling and content management functions to eliminate repetitive theatre tasks, improve consistency and control and reduce specialized resource costs and weekly setup time. Enterprise will also streamline and automate the calculation and reconciliation of virtual print fees.

"The Theatre Command Center is already the most automated and easy to use TMS on the market. Enterprise moves us very close to our goals of 15 minute weekly scheduling and virtually hands-free theatre operations, while dramatically increasing circuit-wide awareness, efficiency and control," said Jim Miller, President of Cinedigm Software. "We are currently working with a major UK business partner who has already installed over 40 TCC screens to bring Enterprise to Ireland and Europe, and are in discussions with several others."

About Cinedigm Cinedigm is the leader in providing the services, experience, technology and content critical to transforming movie theaters into digital and networked entertainment centers. The Company is a technology and services integrator that works with Hollywood movie studios, independent movie distributors, and exhibitors to bring movies in digital cinema format to audiences across the country. Cinedigm's digital cinema deployment organization, software, unique combined satellite and hard drive digital movie delivery network; pre-show in-theater advertising services; and distribution platform for alternative content such as CineLive(R) 3-D and 2-D sports and concerts, thematic programming and independent movies provide a complete suite of services required to enable the digital theater conversion. www.cinedigm.com [CIDM-G]

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