



Cinedigm Brings James Cameron in Live 3D to Global Environment Summit in Seoul, South Korea, This Earth Day

Academy Award-Winning Director Participates in "Global Initiatives 'Business for the Environment' Summit" in Live 3D via Cinedigm's CineLive(TM) Digital Cinema Technology

MORRISTOWN, NJ and LOS ANGELES, CA, Apr 22, 2010 (MARKETWIRE via COMTEX News Network) -- Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), the global leader in digital cinema, today announced that the company's CineLive technology delivered a live 3D feed of James Cameron to the "Business for the Environment" Summit at the Global Initiatives Conference in Seoul, South Korea, on Earth Day, Thursday, April 22, 2010. Cameron participated from Los Angeles. This live broadcast allowed Cameron to participate on a panel titled "Protecting Biodiversity and Leading the World Towards a Low Carbon Future."

"It is safe to say that James Cameron has done more to make the world aware of the transformative impact of digital cinema than anyone alive today, so we feel that this is a particularly appropriate use of our CineLive technology," said Bud Mayo, chairman and CEO, Cinedigm. "CineLive enables events -- from the BCS Championship to the NCAA Final Four to James Cameron -- to appear in live 3D on digital screens worldwide. And it is also fitting that CineLive brought Mr. Cameron to an environmental summit such as this. Digital cinema technology is not only changing the way movies are filmed and viewed; it is having a profound 'greening' effect on the exhibition industry, by revolutionizing how movies are printed and delivered."

"Global Initiatives selected us to bring James Cameron to their event via a live 3D broadcast because Cinedigm has successfully delivered a broad range of live events to audiences in 3D in recent years," said Jonathan Dern, president, Cinedigm Entertainment Group. "We recently worked with Vince Pace to broadcast the NCAA Final Four in live 3D, and we are working with him again to bring James Cameron to the 'Business for the Environment' summit in Korea. We're pleased to be expanding our collaborative efforts with them onto the global stage."

The live 3D feed of James Cameron's presentation was passed off in Seoul to MasterImage, whose equipment, coupled with an NEC digital cinema projector, projected the feed onto a silver screen. MasterImage provided 3D glasses to the guests in the Sky Room at the COEX InterContinental Seoul.

The full list of the participants on the "Protecting Biodiversity and Leading the World Towards a Low Carbon Future" panel follows:

- Anna Coren, Anchor, CNN International (Chair)
- James Cameron, Academy Award-winning Film Director
- Mohamed Nasheed, President, Republic of Maldives
- Changhua Wu, Greater Director, Greater China, The Climate Group
- Jochen Zeitz, Chairman & CEO, Puma AG

About CineLive(TM) Cinedigm's exclusive CineLive product has been developed in conjunction with Sensio(R) Technologies Inc. (Sensio) (TSX-V: SIO) under an exclusive domestic license agreement with Cinedigm and is designed to work with Cinedigm's satellite network and digital cinema systems equipped with 3-D technology.

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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