

## 5/18/2007 QuVIS' CINEMA PLAYER SELECTED FOR PREMIERE of Pirates of the Caribbean: At World's End

2007-5-18-- QuVIS, Inc. today proudly announced the QuVIS Cinema Player™ will be used at the World Premiere of the highly anticipated summer motion picture from Walt Disney Pictures/Jerry Bruckheimer Films, Pirates of the Caribbean: At World's End. The QuVIS Cinema Player™ will provide digital motion picture playback of Captain Jack Sparrow's spectacular new big screen adventures for the event at Disneyland, in Anaheim, California on May 19th.

'Since 1999, QuVIS has been honored to work with Disney in promoting digital cinema,' said Kenbe Goertzen CEO QuVIS, Inc., 'Both of our companies have been pioneers in digital cinema, and like Disney, QuVIS has committed itself to providing moviegoers with new and exciting forms of entertainment. We're very excited about participating in the World Premiere of a movie that exemplifies what the movies are all about, and where they're going in the digital future.'

QuVIS and Disney teamed up for the first commercial digital cinema release in 1999 with the box office smash, 'Toy Story 2.' The initial digital cinema release was played back on QuVIS' first generation server, the QuBit, in the company's QPE format. Since then, more than a dozen Disney releases have been played back on QuVIS servers worldwide. For the world premiere screening, 'Pirates of the Caribbean: At World's End' will be stored and played-back on QuVIS' third generation QuVIS Cinema Player™.

Lylle Breier, senior vice president of worldwide special events for Disney's Buena Vista Pictures Distribution said, 'We're delighted to have QuVIS on board for our World Premiere event benefiting the Make-A-Wish Foundation at Disneyland this Saturday, and we appreciate their dedication to high quality. 'Pirates of the Caribbean: At World's End' has some of the most incredible effects shots captured on screen and some breathtaking action sequences, and digital cinema is making it possible for our Premiere guests to see the film under optimal conditions.'

The premiere is a very special charity event. The Walt Disney Company is helping to make wishes come true for children all over the world by donating proceeds from the highly anticipated World Premiere of Walt Disney Pictures/Jerry Bruckheimer Films' Pirates of the Caribbean: At World's End, to the Make-A-Wish Foundation of America and Make-A-Wish International. This gala celebration for the third installment of the enormously popular 'Pirates' saga has raised \$3 million for Make-A-Wish efforts, with Disney providing an initial donation in excess of \$1 million to the charities, in addition to underwriting the entire cost of the Premiere (so that 100 percent of the ticket income will benefit both Make-A-Wish organizations).

Pirates of the Caribbean: At World's End picks up where the record-breaking 2006 smash hit left off, with our heroes Will Turner (Orlando Bloom) and Elizabeth Swann (Keira Knightley) allied with Captain Barbosa (Geoffrey Rush) in a desperate quest to free Captain Jack Sparrow (Johnny Depp) from his mind-bending trap in Davy Jones' locker. Produced by Jerry Bruckheimer and directed by Gore Verbinski from a screenplay written by Ted Elliott & Terry Rossio.

The digital cinema audience who sees 'Pirates of the Caribbean: At World's End' at the World Premiere will see the same pristine image enjoyed by those who attend opening night. Over 200 domestic and international feature length motion pictures have been shown using QuVIS digital imaging servers. QuVIS' leading edge technology allows for multiple formats, offering exhibitors the ability to present a wider variety of high fidelity content such as independent films, high quality advertising, sporting events and locally produced content, along with single server 3D and 4K capabilities. Outside North America, such content is often mastered in QuVIS' QPE format - the same encoding technology used by NASA for its launch imaging.

'PIRATES OF THE CARIBBEAN: AT WORLD'S END' from Walt Disney Pictures and Jerry Bruckheimer Films, opens in theaters everywhere on May 25th.