

Warsaw, 22 December 2009

PRESS RELEASE

CYFRA+ IN 3D - NEW ADVERTISING CAMPAIGN First Polish 3D advert

The new advertising campaign for CYFRA+ had been launched in cinemas. An advertising spot lasting 30 seconds has been made for the campaign using the stereoscopy technique and will be released before the largest blockbuster of recent times - the 3D film "Avatar" by James Cameron. It is the first advert using this technology made and released in Poland. This new type of advertising emphasises the technologically innovative side of the CYFRA+ brand.

The aim of this 30 second advert is to show the exclusive features of CYFRA+ : a very wide range of programs and cutting edge technology, numerous HD channels, the latest series and films, accessible through the CYFRA+ VOD function and a modern PVR HD decoder. The 3D technology used for this advert shows the technological lead and the innovative policy of CYFRA+.

The campaign is aimed at CYFRA+ subscribers who are deciding which digital television package to choose. Christian Gierycz, Artistic director of CANAL+ Cyfrowy, directed and scripted this advert. Platige Image, an award winning Polish post-production studio, took care of the animation. In the past, the studio has produced the series "Niezły kanał" for CYFRA+ amongst others.

Three versions of the advert were made, each with a different ending: with a woman, a man and a teenager. These three versions have been broadcast since November, on the TV channels belonging to CANAL+ Cyfrowy: CANAL+, CANAL+ Film, CANAL+ Sport, ale kino!, MiniMini, ZigZap, HYPER, PLANETE, Kuchnia.tv and Domo.

One of the three versions - which was made using a stereoscopic technique - will be broadcast from 25 December in Cinema City, Silver Screen and Multikino cinemas before the 3D film "Avatar» by James Cameron.

Stereoscopy is a technique used for creating 3D images, imitating a view of the space which includes the backdrop and the arrangements of objects in it. Creating a 3D view of space is possible thanks to the synchronisation of two images in the brain: views from a slightly different angle, seen by the right and left eye independently. This phenomenon is used in stereoscopy - the viewer receives two images of the same reality, separately by the right and left eye. We have known of this technique since the 19th century. It was first used in photography and printing, and in the 20th century the first stereoscopic animated images were made. The CYFRA+ advert is the first stereoscopic advert produced in Poland that will be broadcast in cinemas.

PACE. CYFRA+ : the digital TV platform with the largest range of programmes on the market. Over 100 RTV channels and a few hundred FTA channels. The platform offers a wide range of channels specialising in film, sport, documentaries, music, children's programmes, news and popular culture.

CYFRA+ also provides additional services: amongst others HDTV (9 HD channels), PVR, CYFRA+ VOD, HBO Digital, CANAL+ in 16/9, CANAL+ Film and CANAL+ Sport in HD, choice of films in recorded or sub-titled version, adult channel RelaXXX, Music Choice (42 thematic audio channels), INFO+ and CYFRA+ GRY. 1.38 million households in Poland receive

CYFRA+. CANAL+ Cyfrowy Sp. z o.o. www.cyfraplus.pl operates the digital platform.

Platige Image specialises in creating the computer graphics, 3D animation, producing digital special effects and image compositing for advertising and film production. Platige Images also produces short films such as "The Cathedral", which was nominated at the Oscars, "Fallen Art" and "The Kinematograph" by Tomasz Bagiński.

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