



Qube Cinema celebrates 7 years of technical collaboration with Jio MAMI 19th Mumbai Film Festival with STAR

The 19th edition of Jio MAMI Mumbai Film Festival with Star is all set to roll on 12 October and has lined up an exciting array of 200 plus films. The line-up of films includes the best of world cinema and Indian cinema.

“The journey of MAMI over nineteen years has been remarkable and to see where we have reached today is very satisfying. We want this platform to help filmmakers find their voice. Qube Cinema has always provided tremendous technical support over the last 7 years to the festival. Qube Wire is also helping us bypass the traditional shipping method of receiving the DCPs. The peace of mind that all files have been tested and delivered to our audiences in a timely manner is priceless.” says **Anupama Chopra, Festival Director, MAMI**

“We are thrilled to partner with the 19th edition of MAMI. And it’s been exciting to watch the phenomenal growth of MAMI in the last three years. Qube Cinema has been steadfastly providing technical support to MAMI for the last 7 years. Qube Wire and its unique feature set has proven invaluable for global content owners, independent filmmakers and distributors, who now have the power to control their distribution on their own, with ease.” says **Sharmila Vasudevan, Regional Marketing Head for Qube Cinema.**

Journey of MAMI

MAMI has come a long way since its inception in 1997, when a group of film industry stalwarts headed by late Hrishikesh Mukherjee founded the Mumbai Academy of Moving Image (MAMI) as a not-for-profit Trust. Their main objective was to organise an annual International Film Festival which the film industry and the country could be proud of. The MAMI Board of Trustees in 1997 articulated their mission statement “We feel it is the need of the hour to disseminate and inculcate good cinema among Indian audiences. The only way to achieve this is to celebrate cinema by hosting an International Film Festival in Mumbai, India’s film and entertainment capital.” MAMI has seen phenomenal growth in the past three years under the stewardship of Kiran Rao, Anupama Chopra and Smriti Kiran.

Qube Cinema’s steadfast support to MAMI

Qube Cinema has been partnering with MAMI from 2010 and Qube Wire has provided the technical support this year. Qube Wire launched by Qube Cinema is a self-service, single-window system for global theatrical distribution. With a simple but comprehensive user interface, distributors can manage their DCP assets, assign territorial rights and have their content and keys delivered to any theatre in the world. Theatres can manage their own digital cinema system details and access their Universal Inbox on the Qube Wire service as well.

Qube Wire for Film Festivals

Qube Wire is a great solution for film festivals that totally eliminates the pain of managing the content and keys for a large number of movies. Filmmakers can upload their content to Qube Wire using the Qube Wire desktop app and the system verifies the DCP at every stage. And the filmmaker can assign their movie to the festival which will not only transfer the DCP to the festival but will also provide restricted rights to the festival to issue KDMs to all the official festival screens, including any preview and quality check screens. The festival will receive a Qube Wire appliance with the capacity to store a large number of movies and these can be ingested into each screen’s server over the network through CRU drives that the Qube Wire appliance can output. Film festivals can take advantage of Qube Wire to eliminate their logistical nightmares.

Jio MAMI Film Festival

Mumbai - the financial capital of India is also the epicentre of the Indian film industry. The city plays such a major role in production and dissemination of Indian films and television programs that it is widely known by its acronym 'Bollywood'. In 1997, a group of film industry stalwarts headed by late Hrishikesh Mukherjee founded the Mumbai Academy of Moving Image (MAMI) as a not-for-profit Trust. Their main objective was to organise an annual International Film Festival which the film industry and the country could be proud of. MAMI has been organising the festival for the last 16 years and aims to foster a climate of good cinema. MAMI engages people from all walks of life across the city and country that enjoy and love good cinema. It is Mumbai's only film festival that is entirely created and run by film professionals and a group of members from corporate India. Appreciation of good cinema, stripped off all the limiting labels of art and commercial, can only come about through exposure to the best of films the world has to offer. The Festival is the first step in that direction.

In their Mission Statement in 1997, the MAMI Board of Trustees said, "We feel it is the need of the hour to disseminate and inculcate good cinema among Indian audiences. The only way to achieve this is to celebrate cinema by hosting an International Film Festival in Mumbai, India's film and entertainment capital. MAMI (Mumbai Academy of Moving Image) is committed to start Mumbai's first independent international film festival organized by practicing film makers."

Jio MAMI is glad to reach movie lovers through JioChat. Follow our official channel "Jio MAMI" on JioChat for regular updates and exclusive content.

About Qube Cinema

Qube Cinema, Inc. is a leading international manufacturer and provider of end-to-end digital cinema technology and solutions. Qube Cinema draws on decades of experience in cinema and provides a seamless digital environment for exhibitors, filmmakers and post-production companies with DCI-compliant products that are flexible, reliable and cost-effective.

For further information, visit www.qubecinema.com

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To sign up for the Qube Wire service, visit www.qubewire.com

For more information on Jio MAMI 19th Mumbai Film Festival with Star scheduled to be held from 12th October- 18th October 2017, do follow us on:

Website mumbaiilmfestival.com

Facebook Page facebook.com/MumbaiFilmFestival/

Twitter Profile twitter.com/MumbaiFilmFest

Instagram instagram.com/mumbaiilmfestival/

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