Jio MAMI 20th Mumbai Film Festival with Star selects Qube Wire for movie distribution and delivery

Qube Wire offers complete flexibility and ensures reliable content logistics and key management

Mumbai, 19 October, 2018: Mumbai Academy of Moving Image (MAMI) which organises India's leading film festival has partnered with Qube Cinema for the Jio MAMI 20th Mumbai Film Festival with Star. Qube Wire is the technical partner for the festival.

Jio MAMI Mumbai Film Festival with Star is Asia's biggest film festival that brings together renowned film talent from all over the world converging with the Indian industry from across the country in Mumbai. MAMI was founded in 1997 by renowned film professionals from the Indian Film Industry to create an annual international film festival in India that brings the best of cinema to the audience. This edition of the Jio MAMI Mumbai Film Festival with Star will celebrate its 20th year milestone.

Apart from the festival, the academy curates and runs a unique Year-Round Programme that sustains conversations around cinema throughout the year and makes cutting edge cinema from India and across the world available to audiences year-round.

At Jio MAMI with Star, the emphasis has always been on presenting a filmmaker's vision as intended by them. The festival only showcases DCPs and gives the utmost importance to ensuring that the technicals of each screening adhere to the highest global standards.

"Qube Cinema has been working with the festival to further our vision of being a truly world-class festival. With over 220 films screening at the festival in over 18 screens, the logistics behind the process of screening a film with all the technicals in place are vast. We are thrilled to collaborate again for this edition with Qube Cinema." said Anupama Chopra, Festival Director of MAMI.

"MAMI is partnering with Qube Cinema for the 8th consecutive year. This year Qube Wire has proven to be a great solution and will help eliminate the pain of managing the content and keys for a number of movies. Filmmakers from many countries take advantage of Qube Wire to eliminate their logistical nightmares." said Sharmila Vasudevan, Regional Marketing Head of Qube Cinema.

With the Qube Wire service, the process of physical Digital Cinema Package (DCP) transportation for a film festival has now been enabled online. Qube Wire will also manage the DCPs and Key Delivery Messages (KDMs) of all film screenings during the 20th edition of this prestigious film festival. The dedicated festival module in Qube Wire will eliminate the risk of drive failures and corrupted content associated with physical delivery and storage. The Qube Wire cloud platform acts as a central hub for all content, transforming the distribution process and ensuring that KDMs are always targeted to the correct screen devices.

The Qube Wire service is now available across 134 countries for delivery of movie content. The territories where Qube Wire content delivery services are now available include major regions of the

world in both developing and mature markets, from Southeast Asia to Africa to Europe and the Americas.

Qube Cinema has added new features to the Qube Wire platform to simplify the digital cinema distribution workflow. The new features include broadband and satellite delivery to theatres, Wire Safe™, SMPTE FLM format support and an interesting data visualisation feature, What's-on-Wire (WOW).

Qube Wire has been the distribution partner of many prestigious international film festivals across the world. The prominent film festivals include the Indian Film Festival of Los Angeles, New York Indian Film Festival, MAMI Film Festival and International Film Festival of India (IFFI), Goa.

The 20th edition of the Jio MAMI Mumbai Film Festival with Star will take place between the 25th October to 1st November, 2018. **Registrations are now open** to the 7-day movie festival. You can register at www.bookmy.show/mami. Screened at multiple venues across the city, the festival is an opportunity for all film lovers to witness and encourage the emerging talent of the industry.

About Qube Wire

Qube Wire is a self-service, single-window system for global theatrical distribution. With a simple but comprehensive user interface, distributors can manage their digital cinema assets, assign territorial rights for their content and have their Digital Cinema Packages (DCPs) and keys (aka Key Delivery Messages or KDMs) delivered to movie theatres across the world. Theatres can manage their own digital cinema device details and access their Universal Inbox on the Qube Wire service as well.

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

About Qube Cinema,Inc.

Qube Cinema,Inc. is a provider of end-to-end digital cinema technology and solutions. The company 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**

About MAMI

Mumbai Academy of Moving Image (MAMI), India's leading platform for cinematic disruption and discovery, was founded in 1997 by film industry stalwarts headed by Late Hrishikesh Mukherjee. The main purpose of founding the academy was to give India an annual international film festival which the film industry and the country can be proud of. MAMI is a change-agent emboldening theater, audiences and the industry in India to embrace the new, independent and the best of cinema that deserves to be discovered. 2018 marks the 20th year of the festival and the mission statement stated by the MAMI

Board of Trustees in 1997 continues to be a reflection of the initiative, "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 which is the birthplace of Indian Cinema) and its 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."

MAMI organizes the Jio MAMI Mumbai Film Festival with Star, an annual international film festival which engages film lovers from all walks of life across the city and country and aims to foster a climate of good cinema. For more information on MAMI, vi*sit:*https://www.mumbaifilmfestival.com/ . Apart from the Mumbai Film Festival,

About Jio MAMI Mumbai Film Festuval with Star

Jio MAMI Mumbai Film Festival with Star is the most immersive and comprehensive program that celebrates the diverse cinematic voices of our country through an international annual platform that instills pride in audiences and unites the film fraternity. The festival is organized by the Mumbai Academy of Moving Image (MAMI), which was founded by a group of film industry stalwarts in 1997 and was conceived and created with an aim to engage film lovers from all walks of life, and to foster an ideal climate of good cinema across the country by presenting the best of global and Indian cinema. The academy's vision is to celebrate cinema by hosting the annual international film festival in Mumbai, India's film and entertainment capital.

*Log onto:*www.mumbaifilmfestival.com

Follow us on social media: Facebook: @MumbaiFilmFestival ; Instagram: MumbaiFilmFestival ; Twitter: @MumbaiFilmFest

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