



Reliance Globalcom Introduces Fiber-Optic Digital Distribution of Films over Global Network

Speed, security and reliability of network expedite delivery of movie content to digital screens in the U.S. for Adlabs Films Limited

LONDON – April 20, 2009 – [Reliance Globalcom](#), the leading global provider of managed [network and communication services](#) for multinational enterprises, carriers and consumers, announced today that [Adlabs Films](#) is using its global network to deliver movies to U.S. audiences. Adlabs, India's largest entertainment conglomerate is leveraging Reliance Globalcom's network to efficiently, securely and cost-effectively transfer digitized movies to screens in the U.S.

Reliance Globalcom's privately owned global fiber-optic network has enabled Adlabs to move its content more efficiently, dramatically reducing delivery times by 50-90 percent while securing the encrypted content during the transport process. Adlabs found the dedicated optical-fiber communication (OFC) network to be a superior transport method, as it exceeds the film industry's requirements for speed, security and reliability.

"Reliance Globalcom's global network acts as an international digital artery that allows Adlabs to offer content and media services globally," said Anil Arjun, CEO, Adlabs Films. "With Reliance Globalcom's extensive fiber assets, multi-metro connectivity and service assurance, we have the agility to serve the industry by moving film and media assets quickly and securely anywhere in the world. This means more movies and HD content like broadcasts of national sporting events and ceremonies can reach the big screen faster, more efficiently and in more locations around the world."

Adlabs has successfully distributed many films over Reliance Globalcom's fiber network, including the latest Indian hits such as Ghajini, Luck by Chance and Delhi 6. The films were all mastered in the DCI-approved 2K format in Mumbai by Adlabs Digital Cinema, sent over OFC to New York and screened in Adlabs' BIG Cinemas digital cinemas in New Jersey and California. In comparison to the industry's traditional method for delivering digitized films (i.e., physical shipments via a courier system), Adlabs preferred Reliance Globalcom's global infrastructure for various key benefits:

- **Time-to-Market / Time-to-Revenue:** Transport time to a digital cinema is reduced by as much as 1.5 days for a full-length feature film.
- **Content Security:** The fiber network reduces the opportunity for piracy. Physical shipments that pass through multiple middlemen during the transport process may be subject to duplication or theft. Reliance Globalcom's network supports technologies for digital encryption and content protection.
- **Massive Bandwidth Allocations:** Reliance Globalcom's network provides the capacity to support the transport of large volumes of content simultaneously, including files as large as 2-3 terabytes, in full-resolution mode.
- **Simplified Transport Logistics:** Transferring content over OFC eliminates all types of transport and shipping intermediaries, as well as delays incurred by weather, customs agencies, couriers and airline carriers.
- **Programming Flexibility:** Adlabs can synchronize U.S. release with a film's Indian release date and time to capitalize on homeland publicity campaigns and audience buzz. The company can also simultaneously release digital films in multiple regional languages, thereby catering to Indian audiences abroad.

"Reliance Globalcom's network infrastructure is ideal for Hollywood studios, production houses, effects companies and broadcasters that require a high-speed network with the security and availability to move files that are often as large as 2-3 terabytes in full-resolution mode," explained Ted Raffetto, president of the Americas region, Reliance Globalcom.

The largest singularly-owned cable system in the world, the Reliance Globalcom network touches both developed and emerging markets in the U.S., Europe, India, the Middle East and Asia Pacific regions.

Reliance Globalcom will be supporting Adlabs' plans to expand to 166 digital screens in the U.S. in the coming months. Adlabs intends to continue to leverage the Reliance Globalcom network to bring more international content to audiences worldwide.

About Adlabs Films Ltd.

(BSE: 532399, NSE: "ADLABSFILM")

Adlabs Films Ltd., a member of the Reliance Anil Dhirubhai Ambani Group, is India's fastest growing film and entertainment services company. Adlabs has a dominant and comprehensive presence in Film Services: Motion Picture Processing and DI, Film Restoration, Digital Mastering, Studios and Equipment Rentals with facilities located at US and India.

Adlabs also operates BIG Cinemas, India's largest cinema chain with about 430 screens spread across India, US and Malaysia. It has a significant presence in the film distribution space with a nationwide presence across India as well as offices in London, New York, Los Angeles and Malaysia. Adlabs' television venture, Synergy Adlabs, is among the top players in the television programming industry.

About Reliance Globalcom

Reliance Globalcom, a division of Reliance Communications, spearheads the Global Telecom operations of India's largest Integrated Telecom Service Provider. Reliance Globalcom brings together the synergies of Reliance Communications Global Business encompassing Enterprise Services, Capacity Sales, Managed Services and a highly successful bouquet of Retail products & services comprising of Global Voice, Internet Solutions and Value Added Services. The company serves over 1400 enterprises, 200 carriers and 2 million retail customers in 163 countries across 6 continents.

Reliance Globalcom owns the worlds largest private undersea cable system spanning 65,000 kilometres (km) seamlessly integrated with Reliance Communications over 175,000 rkms of domestic optic fiber provides a robust Global Service Delivery Platform connecting 40 key business markets in India, the Middle East, Asia, Europe, and the U.S. With its recent acquisition of eWave World, a pioneer in the global WiMAX space, Reliance Globalcom has the capability to launch 4G services in over 50 countries. It has also acquired Vanco Group, enabling the company to provide managed services to over 230 countries across the globe. For further information, please visit www.relianceglobalcom.com.

About Reliance Communications

Reliance Communications Limited founded by the late Shri Dhirubhai H Ambani (1932-2002) is the flagship company of the Reliance Anil Dhirubhai Ambani Group. The Reliance Anil Dhirubhai Ambani Group currently has a net worth in excess of Rs. 63,000 crore (US\$ 14 billion), cash flows of Rs. 12,000 crore (US\$ 3 billion), net profit of Rs. 8,000 crore (US\$ 2 billion) and zero net debt.

Reliance Communications is India's largest truly integrated telecommunications service provider. The Company, with a customer base of over 74 million, including over 2 million overseas retail customers, ranks among the Top 10 Telecom companies in the world by number of customers in a single country. Reliance Communications corporate clientele includes 2,100 Indian and multinational corporations, and over 800 global, regional and domestic carriers.

Reliance Communications has established a pan-India, integrated (wireless and wireline) and convergent (voice, data and video) digital network that is capable of supporting the full range of best-of-class services spanning the entire communications value chain. It offers the widest network reach, covering over 20,000 towns and 450,000 villages. Reliance Communications owns and operates the world's largest next generation IP enabled connectivity infrastructure, comprising over 175,000 kilometres of fibre optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.

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