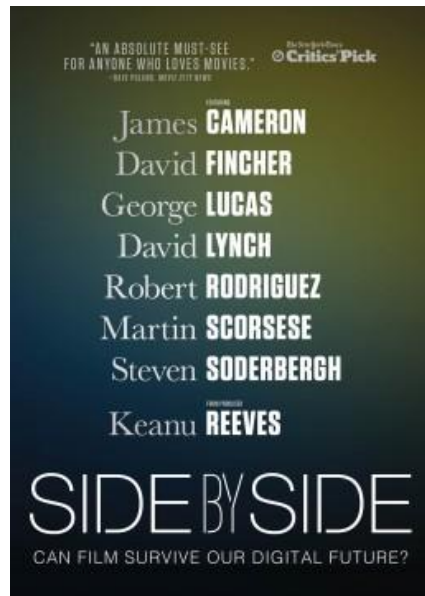


FOR IMMEDIATE RELEASE



present



**“SIDE BY SIDE” RELEASES FEBRUARY 5 ON BLU-RAY AND DVD**

**Producer and Host Keanu Reeves Interviews Acclaimed Hollywood Filmmakers  
In the Evolution of Digital Filmmaking**

“Necessary viewing... this movie is absolute heaven.” – *New York Times* (Critics’ Pick)

“Grade A! Intoxicating.”—*Entertainment Weekly*

**January 18, 2013** – *New York, New York* – Since the invention of cinema in the late 1880s, the standard format for recording moving images has been film. However, a new form of digital filmmaking has emerged over the past two decades, creating a groundbreaking evolution in the medium. Films such as *Slumdog Millionaire* and *Star Wars Episode II: Attack of the Clones* have been shot mostly on digital, and many more major filmmakers have embraced this new technology.

In ***SIDE BY SIDE***, Keanu Reeves explores the development of cinema and the impact of digital filmmaking via in-depth interviews with Hollywood masters such as **James**

**Cameron** (*Avatar*), **David Fincher** (*The Social Network*), **David Lynch** (*Mulholland Drive*), **Martin Scorsese** (*The Departed*), **Robert Rodriguez** (*Sin City*), **Steven Soderbergh** (*The Ocean's Trilogy*), **George Lucas** (*Star Wars*) and many more.

Directed by **Chris Kenneally** (*Crazy Legs Conti: Zen and the Art of Competitive Eating*), ***SIDE BY SIDE*** releases on February 5 on Blu-ray and DVD from Cinedigm Entertainment Group, a division of Cinedigm Digital Cinema Corp. (NASDAQ: CIDM), and Tribeca Film. The film premiered in theaters in August 2012 to rave reviews.

***SIDE BY SIDE*** features interviews with an array of cinematographers, editors, special-effect masters and visual artists as they provide insights on digital cinema and how it has revolutionized the film industry. Through the use of archival footage and video clips from classic award-winning films such as *Lawrence of Arabia*, *Star Wars* and *Metropolis*, the film examines the differences between 35mm film and digital video and dissects technical elements such as pixels and depth of field that have changed the overall quality of filmmaking.

"The documentary will investigate the history, process and work flow of both digital and photochemical film creation," said Reeves. "We aim to show what artists and filmmakers have been able to accomplish with both film and digital and how their needs and innovations have helped push filmmaking in new directions."

***SIDE BY SIDE*** is written and directed by Chris Kenneally; produced by Keanu Reeves and Justin Szlasa; edited by Mike Long and Malcolm Hearn. Bonus features include deleted scenes, presented by American Express, and additional interviews with the filmmakers.

Pricing:	\$26.95 US
BD Pricing:	\$29.95 US
Runtime:	99 mins. + extras
Rating:	NR
Catalog #:	NNVG283450
BD Catalog #:	NNVG283691
Language:	English
Color:	Color
Audio Format:	Dolby Digital 5.1 Surround
Genre:	Documentary

### **About Tribeca Film**

Tribeca Film is a comprehensive distribution label dedicated to acquiring and marketing independent films across multiple platforms, including video-on-demand, theatrical and home video. It is an initiative from Tribeca Enterprises designed to provide new platforms for how film can be experienced, while supporting filmmakers and introducing audiences to films they might not otherwise see. American Express continues its support of Tribeca and the independent film community by serving as the Founding Partner of Tribeca Film.

**About New Video – Cinedigm Entertainment Group**

New Video, a Cinedigm company, is a leading entertainment distributor and the largest aggregator of independent digital content worldwide. Headquartered in New York City, with an international presence in 45 territories, the company delivers feature films, TV programs and web originals via digital download, streaming, video-on-demand, Blu-ray, DVD, and theatrical release. In 2011, New Video bowed Oscar®-nominated “Hell and Back Again” and international blockbuster “Elite Squad: The Enemy Within” in U.S. theaters, and in 2012, “The Invisible War,” “Citadel” and “In Our Nature” with John Slattery, Jena Malone and Gabrielle Union. The company’s library includes original TV series and movies, storybook treasures from Scholastic®, award-winning documentaries from Docurama Films®, next-gen indies from Flatiron Film Company®, and acclaimed independent films and festival picks through partnerships with the Sundance Institute and Tribeca Film. New Video is proud to distribute many Oscar®-nominated films including “The Invisible War,” “GasLand,” “Waste Land,” “The Secret of Kells” and “Chico & Rita.” Cinedigm Digital Cinema Corp. (CIDM) is a leader in providing the services, expertise and technology that are critical to transforming movie theaters into digital entertainment centers. Its deployment entity, state-of-the-art distributor and exhibition software, and marketing and distribution platforms are cornerstones of the digital cinema revolution. The company recently acquired New Video to form a full-service, end-to-end digital studio that acquires content for theatrical distribution and across digital, mobile and home media platforms. Initial releases for 2013 will include “Dead Man’s Burden” with *Nashville’s* Clare Bowen, “Don’t Stop Believin’: Everyman’s Journey,” “Come Out and Play,” “Arthur Newman” with Colin Firth and Emily Blunt, and “Violet and Daisy,” with Saoirse Ronan, Danny Trejo and Alexis Bledel.

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For Box Art:

<http://www.newvideo.com/new-video-digital/side-by-side/>