

# SHOWEST DEMONSTRATION OF ACCESSIBILITY FOR DIGITAL CINEMA

presented by the National Association of Theatre Owners

## Objective

With the innovation of standards for accessibility in digital cinema, the motion picture industry now benefits from an emerging, competitive market for accessible products. This demonstration reflects wide support for accessibility in today's digital cinema systems.

## When and where

- Wednesday, March 17, 2010, from 10am to 12pm
- Bally's Hotel, South Tower, Floor 3, Las Vegas Ballrooms 1 & 2

## What you will see

- Closed Caption systems from:  
**USL, Mopix, Intelligent Access, Doremi**
- Audio Accessibility from:  
**Williams Sound, USL**
- Server accessibility support from:  
**XDC, Sony, Qube, GDC, Doremi, Dolby**

## Why standards are important

- No royalties or licenses for accessible content distribution
- Digital cinema systems going into the market can now support accessibility devices
- New technology solutions will be able to "plug-in"

## Special note

The pairing of products (USL with Sony, Doremi with Williams Sound, Dolby with Intelligent Access) exists for the convenience of demonstration. Most all accessibility products in this demonstration work with every digital cinema system on display. We recommend that you discuss interoperability with the manufacturers.

## Thank you

Demonstrations such as this require tremendous support from the services and manufacturing communities. Our thanks to the supporting manufacturers listed above for setting up and demonstrating their products. In addition, a special thanks to:

- Walt Disney Company and Fox for providing content
- WGBH for creating the closed caption tracks
- Cinecert for creating the SMPTE DCP package
- Technicolor for distributing content and security keys

