

# Accelerating the Market

## Why Interoperability and Certification are Necessary to Cross the Chasm

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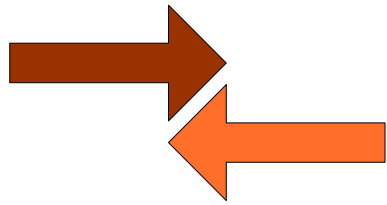
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Michael Karagosian

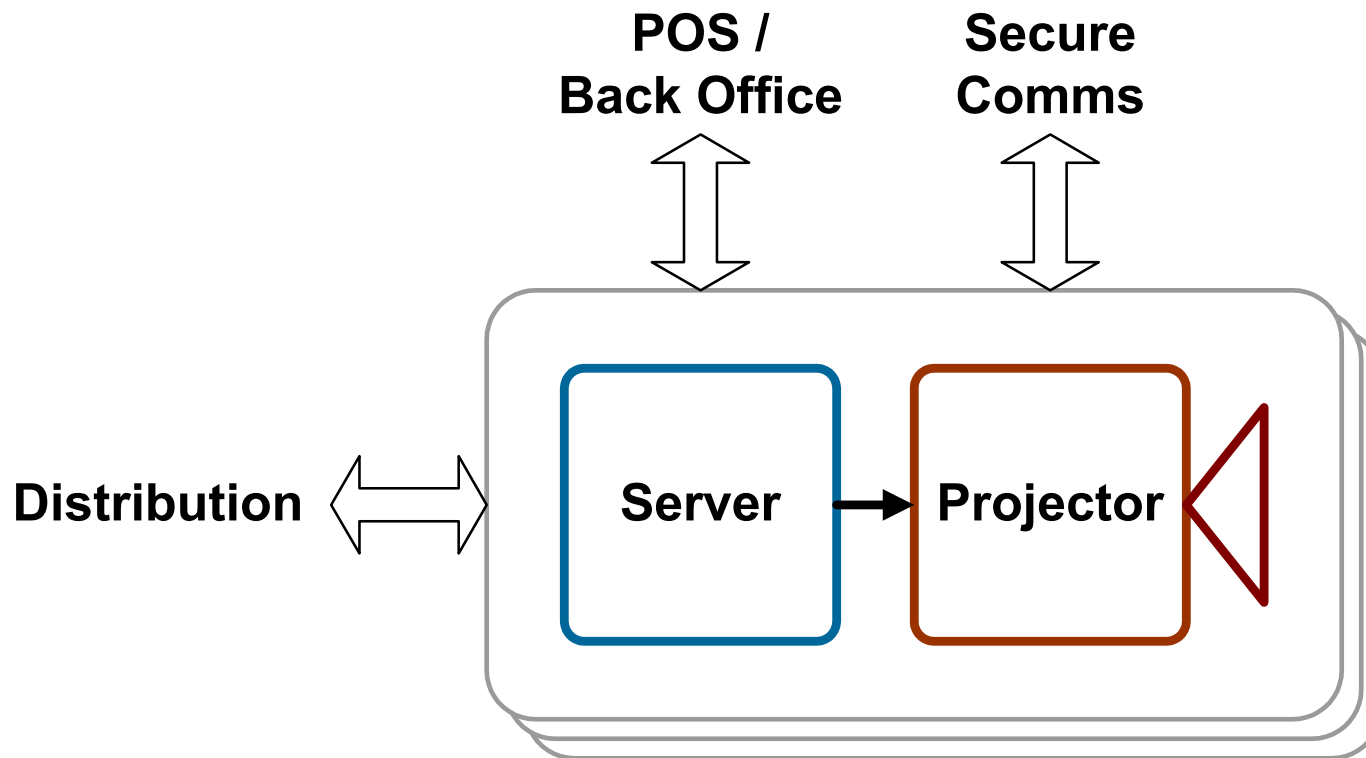
25 June, 2006

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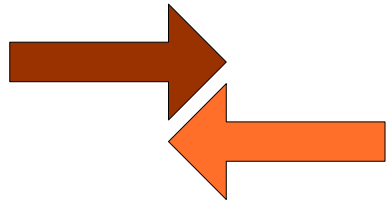




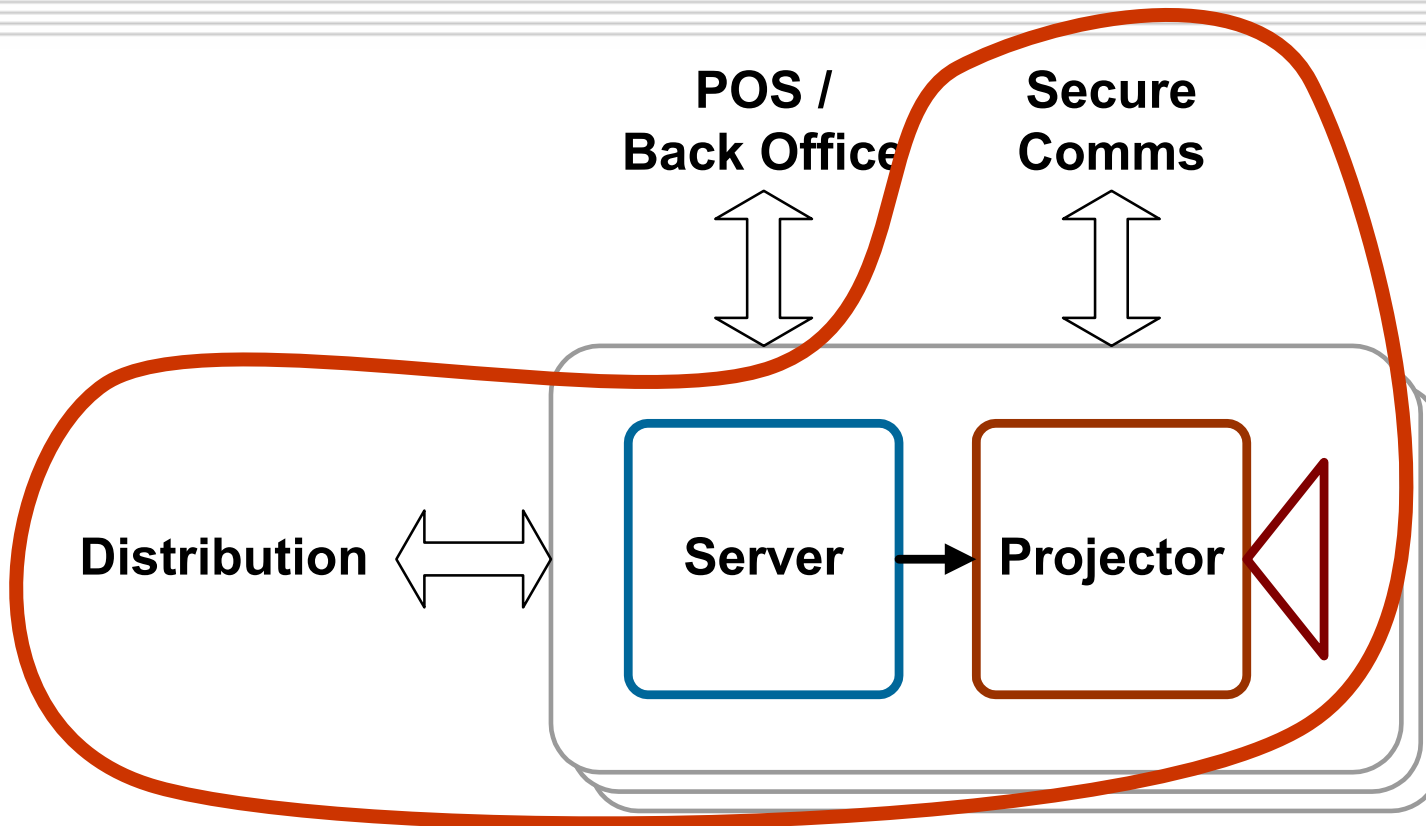
# Interoperability

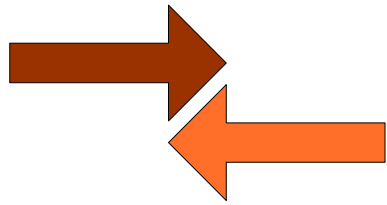


...must be able to “step and repeat” the Presentation System

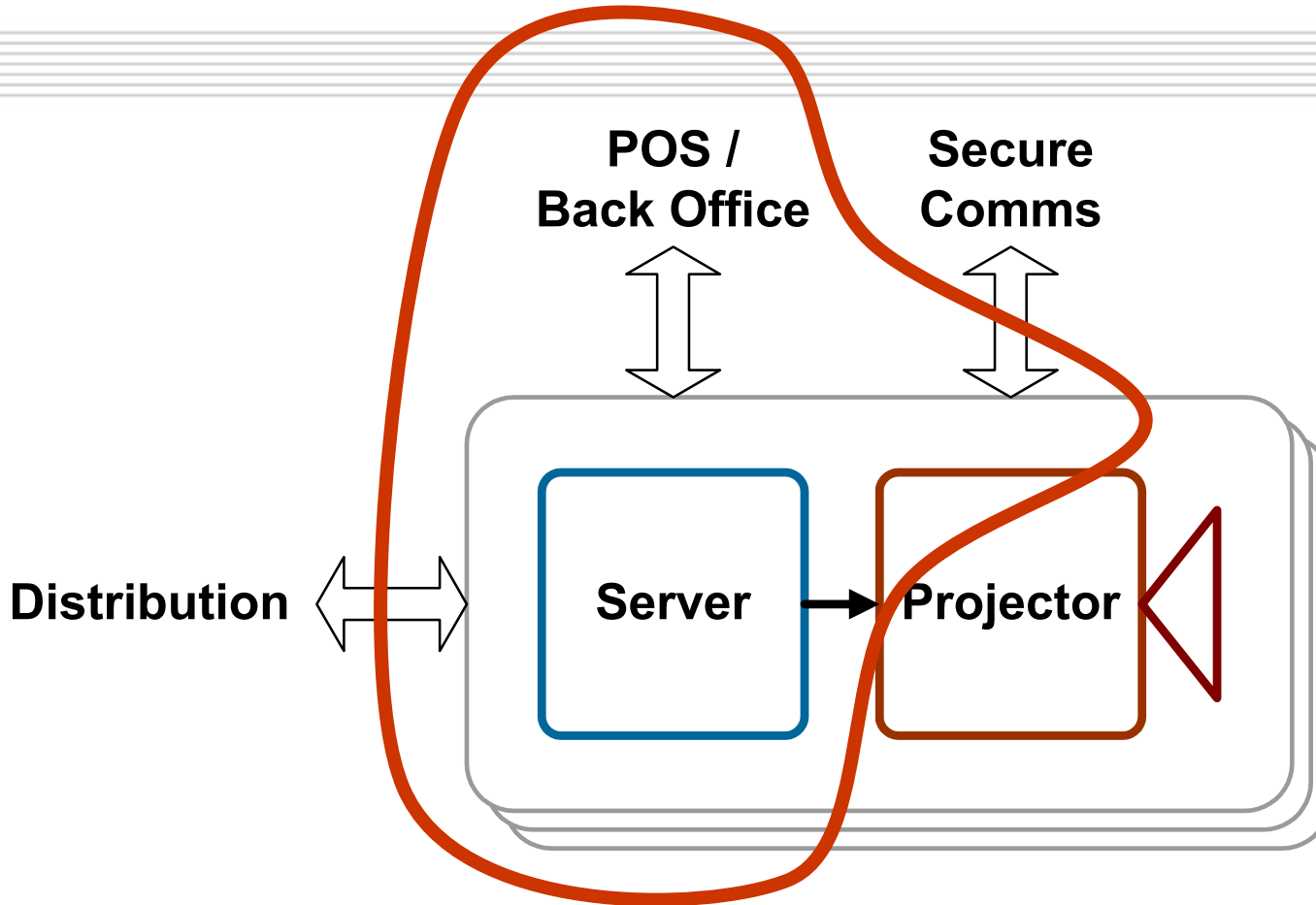


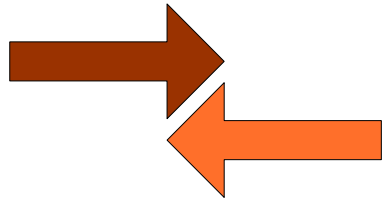
# DCI Specification





# NATO Requirements





# SMPTE Standards

- SMPTE DC28 Technology Committee for Digital Cinema
  - ~35 documents now in progress
    - Mastering
    - Projector interface
    - Distribution package
    - System performance measurements
    - Security messages
    - System operations logs
    - more on the way...

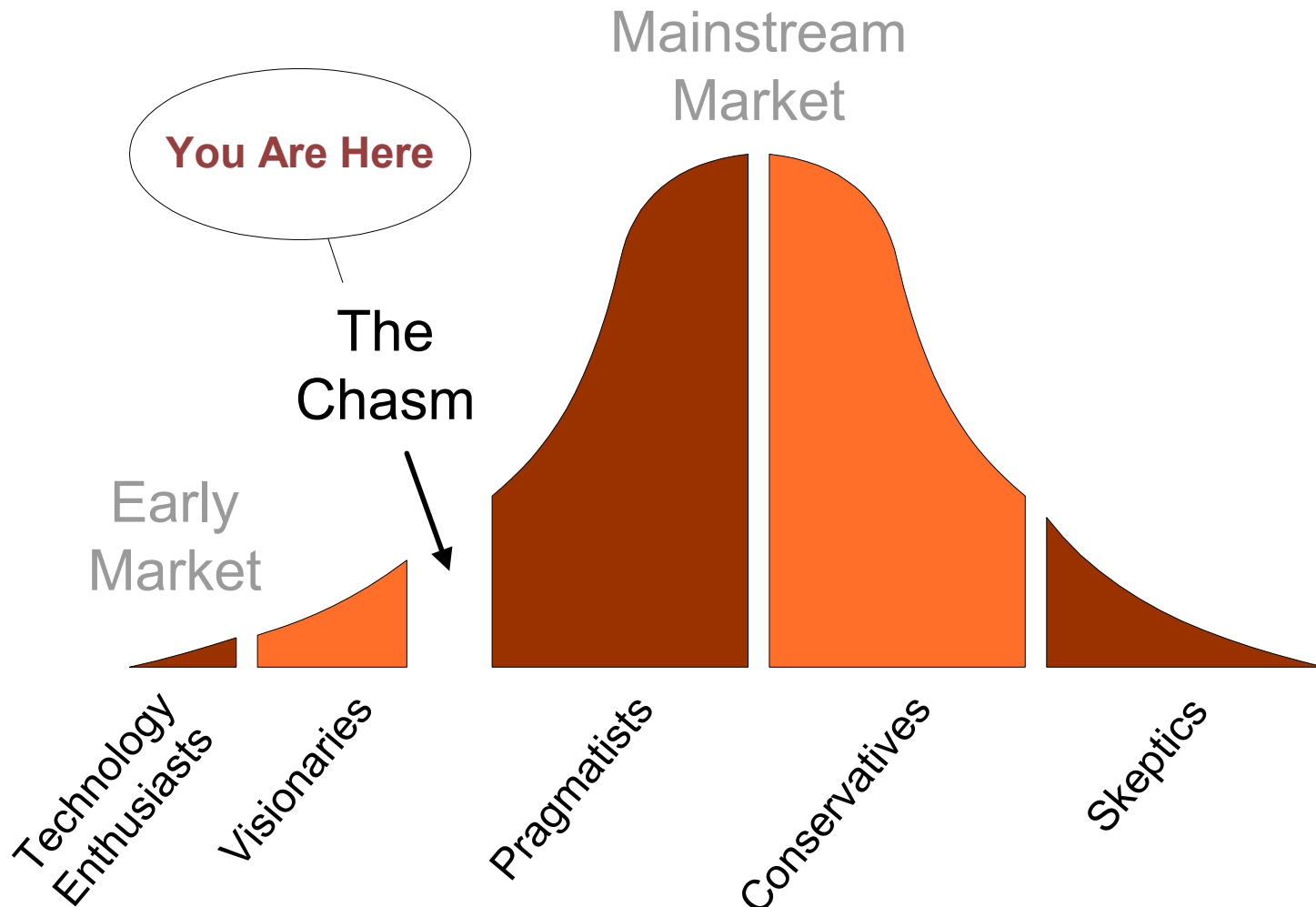
# Are We There Yet?

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- **X-Men 2:** 1<sup>st</sup> weekend US box office in May 2003 was \$85M
- **X-Men 3:** 1<sup>st</sup> weekend US box office in May 2006 was \$120M
  - **Question #1:** If X-Men 3 was booked on 51 less screens than X-Men 2, how did US exhibitors bring in a 50% increase in box office?
  - **Question #2:** Could this be repeated today with 100% digital screens?

# Market Adoption



# Is DCI Enough?

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- “DCI Compliance” does not address
  - Interoperable movement of shows among screens
  - Interoperable tools for maintaining security key databases
  - POS / Back Office-to-server interface
  - Interoperable data logs

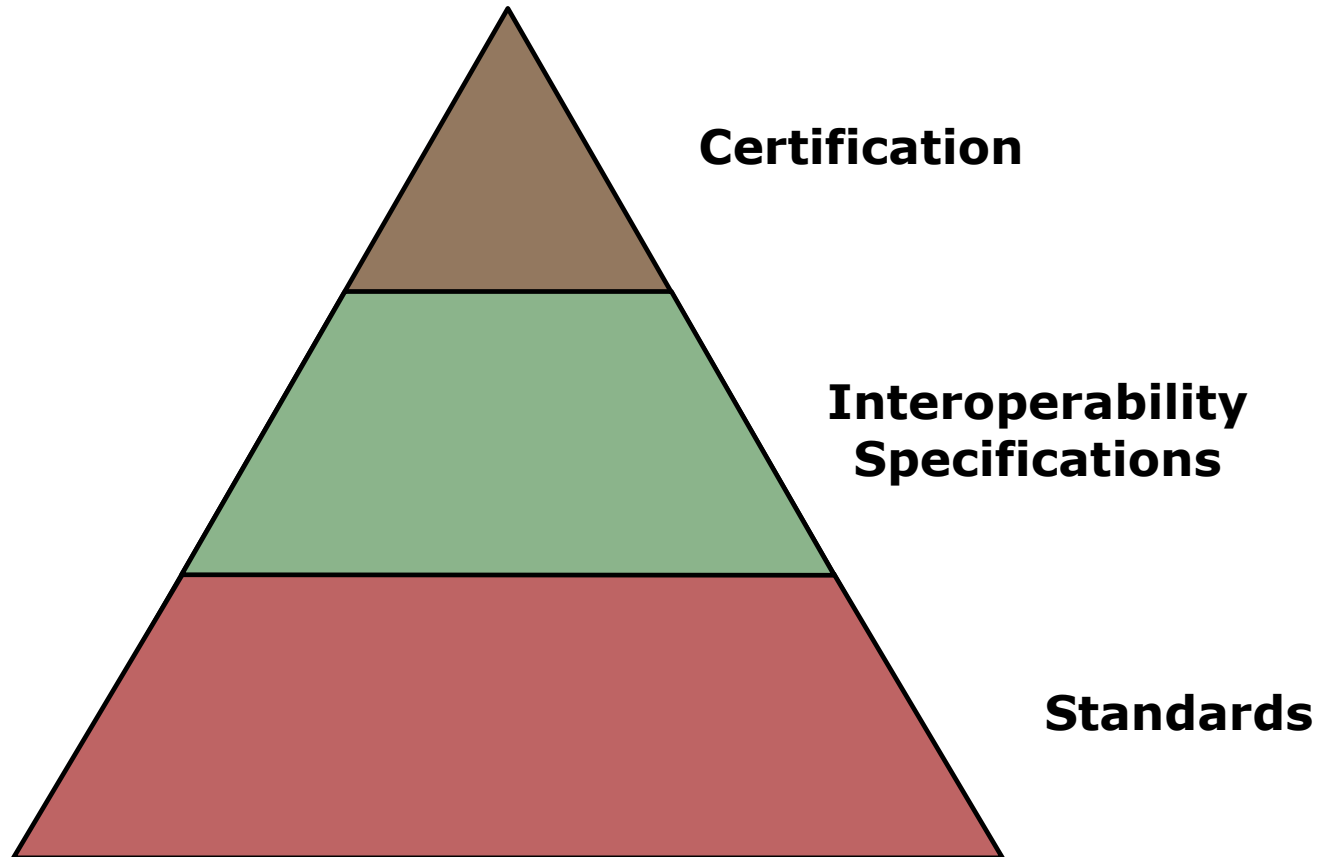


# Are Standards Enough?

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# Interoperability: D-Cinema Consortium



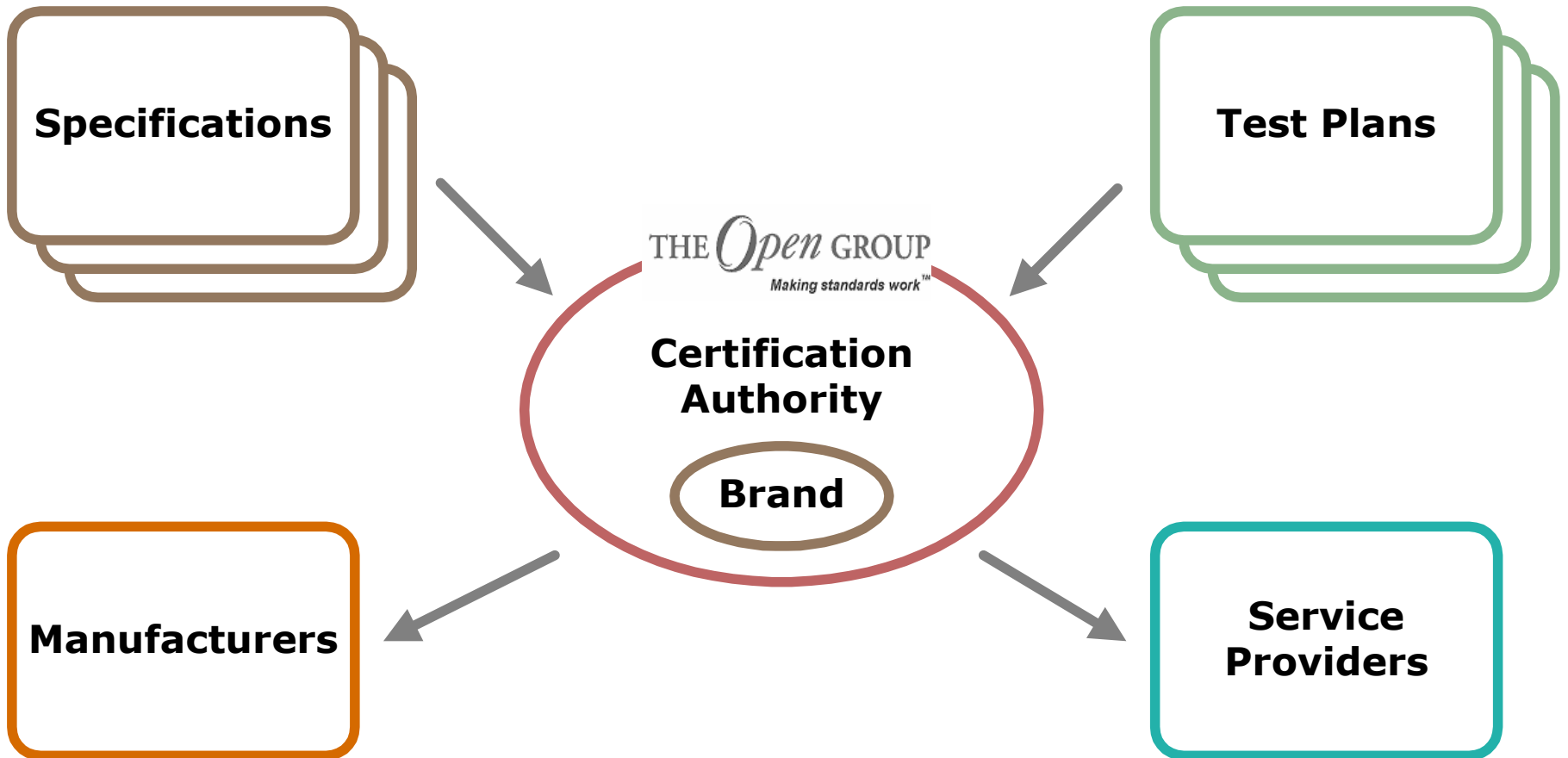
- Forum for collaboration on all issues that affect the rollout of digital cinema into theatres, including, but not limited to:
  - Interoperability for all aspects of operation of digital cinema equipment,
  - Creation of specifications to describe the application of standards,
  - A platform for creating the digital cinema equipment certification program.

# D-Cinema Consortium *provides*



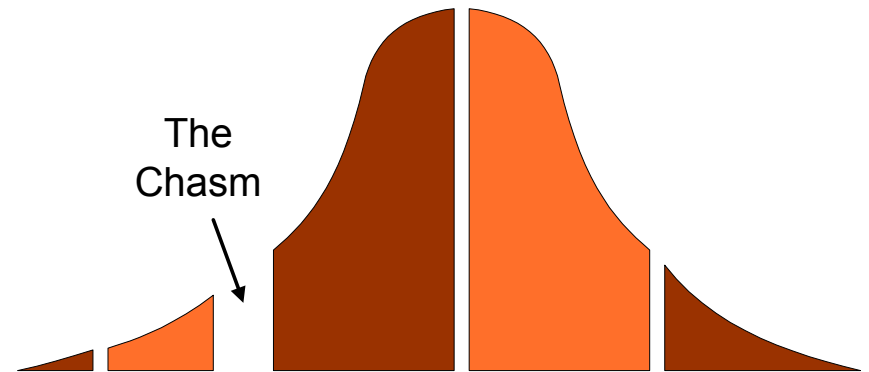
- International presence
  - Offices in San Francisco, Boston, Reading England, Tokyo
- Open participation – organization of peers
  - Manufacturers / Studios / Exhibitors can participate
- Infrastructure
  - Tested legal framework
  - Neutral oversight
- The Open Group brings 20 years of experience operating international consortiums

# Certification



# How Do We Cross The Chasm?

- DCI has made significant progress in its specification and test plan.
- Exhibitors need a platform through which to work on interoperability and certification.
- Certification provides the insurance policy for investment in new and complex technology.



Thank you.

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<http://mkpe.com>

