BKSTS Mini-Conference on Digital Cinema

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National Association of Theatre Owners

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About NATO

- More Than 700 Members
- 26,000 movie screens in more than 20 countries worldwide
Goals For Digital Cinema

- Differentiation from the Home
  - The Experience
  - The Brands
- Secure Distribution
  - Theft Hurts All Stakeholders
  - Not a Reason For Remote Control
- Uniform, Interoperable Systems
  - Standards-Based
  - Lowest Cost of Ownership
Digital Cinema Standards

- Uniform Standards Effort
- Support NATO Goals
  - Differentiation
  - Security
  - Uniform Systems
  - Component Interoperability
- Encourage Competition
- Use Existing Standards Wherever Possible
Business Issues

- Planning Needed
  - Early Adopters Risk Expensive Upgrades

- Available to All Potential Participants

- Who Will Pay?
  - As important as Who Will Control?
Thank You

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