napolifilmfestival 2003

Digital Cinema Overview

Thomas MacCalla

kmp
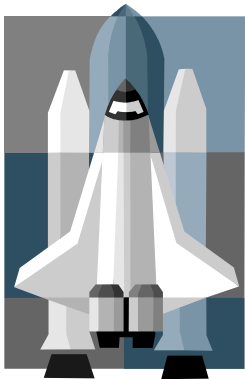Karagosian MacCalla Partners

Overview

Who are the players?

Forces Pushing Forward?

Forces Pushing Back?

Why will Digital Cinema Launch?

What are the milestones?

The Creative Community

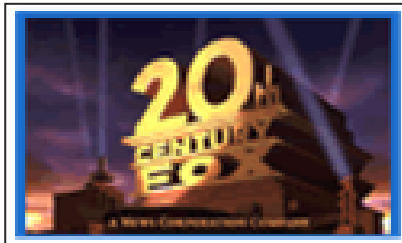- Individuals, production companies, and associations around the globe.

Major Studios

Exhibition - USA

Exhibition - International

Europe…

…And the rest of the world

- Japan and Asia-Pacific (including India)

- Canada

- Latin America (Mexico to South America)

Standards and Facilitating Organizations

…Other organizations to watch

Technology Providers

System Integrators and Projector Companies

TECHNICOLOR DIGITAL CINEMA · CHRISTIE Project. Present. Perform. · BARCO Visibly yours · BOEING DIGITAL CINEMA · NEC · Kodak

New Service Providers

Satellite and Telco

Security Providers

Theater Back Office & Operations

Alternative Content

Core Image Technology

TEXAS INSTRUMENTS · NTTグループ ブロードバンドで、未知の自由へ。 · SONY · JVC
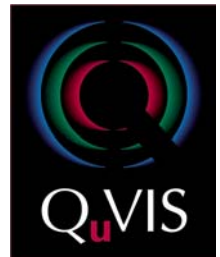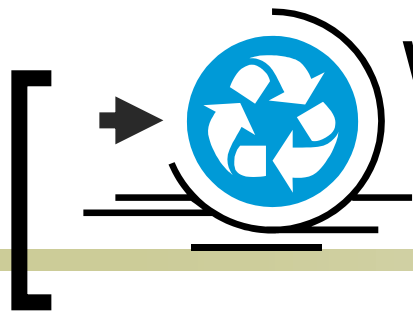
Compression

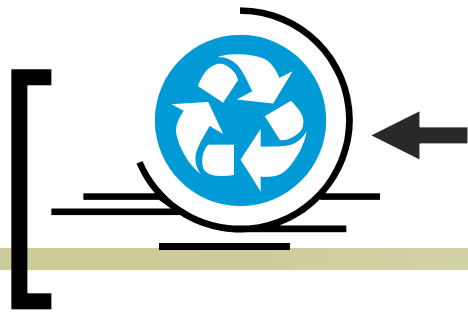Microsoft · JPEG 2000 · QuVIS · JPEG · MPEG · QUALCOMM

What forces are pushing Digital Cinema?

- To support the creative intent with a presentation experience better than 35mm film.

- Flexible secure content with rapid delivery.

- Cost savings with critical mass of screens.

- Opportunity for Other Digital Stuff (ODS).

- Technology companies seeking new markets.

What Forces are holding Digital Cinema back?

- High cost of equipment (especially projectors).
  - Cost 3-4x current technology, plus shorter lifetime.
- Studios and Exhibitors have to sort out the business issues.
- Quality: What is good enough?.
  - Resolution, color space, contrast.
- Standards
- No immediate cost savings
  - *In fact, digital distribution today is expensive

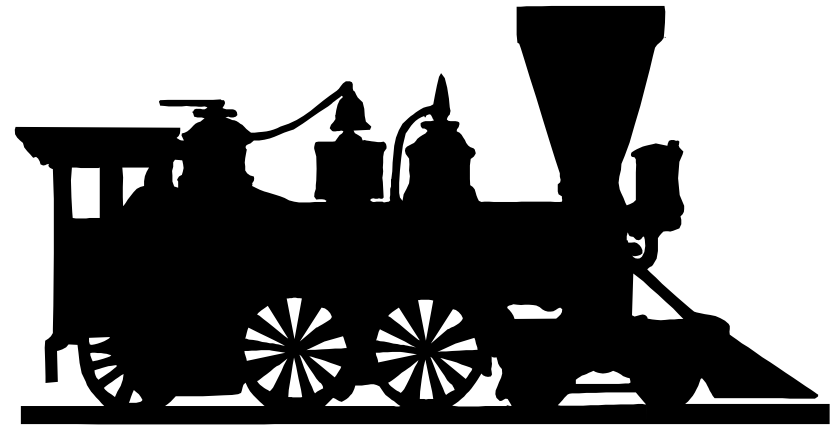# Why will Digital Cinema come to market?

Content Creators

Studios

Exhibition

Technology Providers

Consumers

INERTIA

What are the Milestones?

Which way is it going and when will it happen?

Milestones to Launch

- Creative community sees the quality.

- Digital Cinema Initiative (DCI) confirms requirements and recommended practices.

- SMPTE reviews practices & creates standards.

- Exhibition and studios agreement.

- Experience with Other Digital Stuff (ODS).

- Technology becomes affordable.

- The audience enjoys the benefit.

Digital Cinema

Preparing for lift off

Grazie

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