Digital Cinema Overview
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

DCI
DIGITAL CINEMA INITIATIVES, LLC

WB

MGM

SONY PICTURES

Disney

Universal

20th Century Fox

Paramount

MGM
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

SMPTE

EDCF
European Digital Cinema Forum

ETC
Entertainment Technology Center

UK Film Council

MIC
Motion Imaging Center

Motion Picture Association of America

ITU

Other organizations to watch
Technology Providers

System Integrators and Projector Companies

- Technicolor Digital Cinema
- Christie
- Barco
- NEC
- Kodak

New Service Providers

- Satellite and Telco
- Security Providers
- Theater Back Office & Operations
- Alternative Content

Core Image Technology

- Texas Instruments
- NTT Group
- Sony
- JVC

Compression

- Microsoft
- JPEG 2000
- QuVista
- JPEG
- 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