Building an Entertainment Technology
“Center”

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Overview

Entertainment Technology
“Center”

Computers → Convergence → Entertainment

Communications

New Technology

Collaboration
Vision

• Leverage the power of Electronic Media
• Open New Markets
• Improve Costs
• Secure the future

Entertainment Technology
Entertainment Technology “Center” Attributes

- Long term view of the world
- Major change in business processes
- Effect multiple stakeholders and market segments-converging on entertainment
- Projects benefits from neutral facilitation
- Business to Business relations- works best
- Requires innovation and invention
- Requires socialization, education, and training
- Constantly working one self out of a job
Image Capture to Initial Release
Production Process
business-to-business communications

1. Image Capture
   2. Digitize Image
   3. Review Dailies
   4. Off-Line editing
   5. Review & Approval of Cuts
   6. Edit Changes
   7. Initial Release
1. Image Capture
   a. Film
   b. Digital

2. Telecine - 2k/4k

3. Dailies - Multi-format

4. Editing and F/X

5. Digital Intermediate

6. Distribution Format

7. Initial Release
   a. Film & DCinema
   b. Television
   c. DVD & other
New Technology

- Digital Production with Telephony
- Digital Asset Management
- Online- Film Location Database
- Virtual Set and Stage
- Digital Distribution Systems to the Home
- Security
- Digital Cinema
Collaboration

• Dominant Players in multiple markets
• Project requires more resources than a single company can or should provide
• Cooperation is required to make it happen
  – Technical, Legal, Social/Cultural, Education, or any combination of the above
Example: Digital Cinema

- Global implications with the most meaningful change since the introduction of sound
- New Technology introduction
  - Interoperability diagram vs 100 year old business
- Collaboration
  - Creative Community
  - Studios
  - Exhibition
  - Standards organizations
  - Technology Providers
Digital Cinema Technology

- Improve cinema experience beyond 35mm film
  - Steady Image
  - Elimination of dirt, scratches and other blemishes
  - Overall uniform quality presentation
- Enhance the capability to distribute content
- Improvements in the production process
- Advantages in cost performance over time
New Technology: Interoperability
The Creative Community

• Individuals, production companies, and associations around the globe.
Major Studios

DCI
DIGITAL CINEMA
INITIATIVES, LLC

WB

Disney

Universal

20th Century Fox

Paramount

MGM

Sony Pictures
Exhibition- USA
Exhibition - International

Europe...

...And the rest of the world

- Japan and Asia (includes India)
- Canada
- Latin America (Mexico to South America)
Standards and Facilitating Organizations

...Other organizations to watch
Technology Providers

System Integrators and Projector Companies

New Service Providers
- Satellite and Telco
- Security Systems
- Theater Management Systems
- Alternative Content Systems

Core Image Technology
- Texas Instruments
- NTTグループ
- Sarnoff
- JVC

Compression
- Qualcomm
- QuVIS

Other Non-MPEG
- MPEG
USC/ETC Digital Cinema Lab

• “Stone Soup”
  – Pacific Theater- Exhibition
  – Content- Studios
  – Leading Edge Equipment- Technology Companies

• Activities
  – Demonstrations and Proof of Concept
  – Measurement and Testing
  – Neutral Ground for Education and Socialization of Concepts
Summary - Convergence

Process Improvements

business-to-business communications

1. Image Capture
   a. Film
   b. Digital

2. Telecine - 2k/4k
3. Dailies - Multi-format
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Security
Summary - New Technology

There will continually be new emerging technologies.

Look for technologies that will significantly impact business to business process.
Summary - Collaboration

• Facilitate the resources of multiple stakeholders to a long term vision.
• Creates opportunities for
  – Innovation
  – Education
  – Experimentation
  – Implementation
Thank You