Digital Cinema Review

ShowCanada
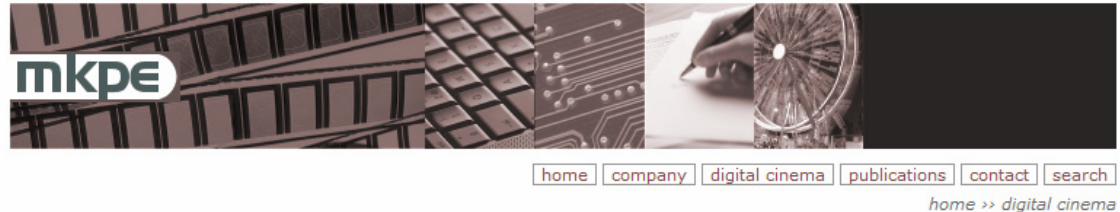2006

VICTORIA BC

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mkpe

Overview

- Accomplishments

- Exhibitor Issues

- DCI

- NATO

- What's Different

- Digital 3D

- Interoperability & Adoption Curve

- Certification

Digital Cinema Web Site

http://mkpe.com

Accomplishments

- Security
  - Movement of content
  - Logging
  - Rules

- Packaging
  - Trailers are a separate Composition from movies

DCI (Digital Cinema Initiatives)
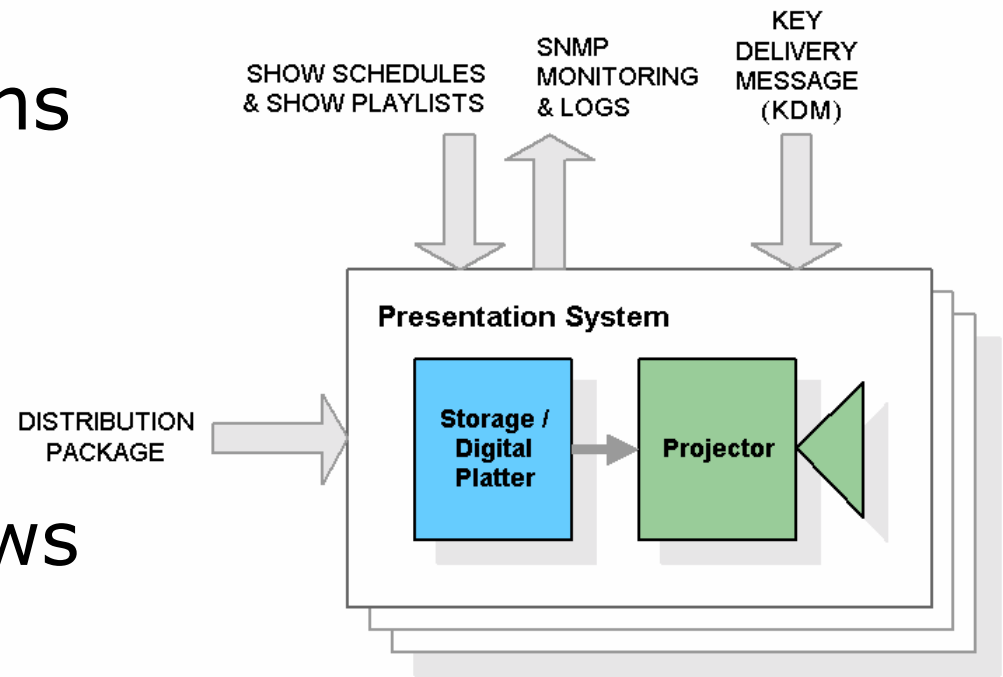
- v1.0 Digital Cinema System Specification
  - Focused on single-inventory content & security

- Remaining Work
  - Audio
  - Theatre Systems
  - Captioning
  - Security

NO EQUIPMENT AVAILABLE TODAY IS DCI COMPLIANT

NATO DC System Requirements

- POS driven systems
  - Show Schedules
  - Show Playlist
- Facility List
- Movement of Shows
- Network security
- SOX compliance

Exhibitor Issues

- Reliability
  - 99.98% Availability for film systems

- Cost of Ownership
  - Maintenance
  - Upgrades
  - Replacement

- Which Technology?
  - 2K vs 4K

What's Different

- Security
  - Playing a movie requires a security key
    - Key is only valid within certain dates
    - Keys are married to servers
  - To move a movie, you must have all the keys
  - Notify key distributors when equipment changes (Facility List)

- Security Logs
  - Distributors will be asked by studios to collect them
  - Exhibitors have the right to filter logs before sharing
 - Will your system have the ability to filter logs?

What's Different

- Distribution
  - Head end equipment owned by fulfillment companies will be in projection booths and on roofs
  - Backup distribution method

- Networks
  - Integrate digital cinema systems with your point-of-sale system?
  - Is your in-house network secure?

- Operations
  - Will the system allow you to move a show from screen-to-screen in the time frame you require?

Digital 3D Projection

- Passive glasses (Real D)
  - Silver screen
  - Active polarizing filter at projector
  - Processing box at projector (future – not ready today)
  - Inexpensive glasses can be sponsored as give-aways
- Active glasses (NuVision)
  - No Silver Screen
  - Infrared emitters required to synchronize glasses (check for interference with assistive listening systems)
  - Glasses too expense to give away – require washing

Interoperability & Adoption Curve

Adoption Rate

Cost &
Interoperability
Problems
Addressed

Today

Time
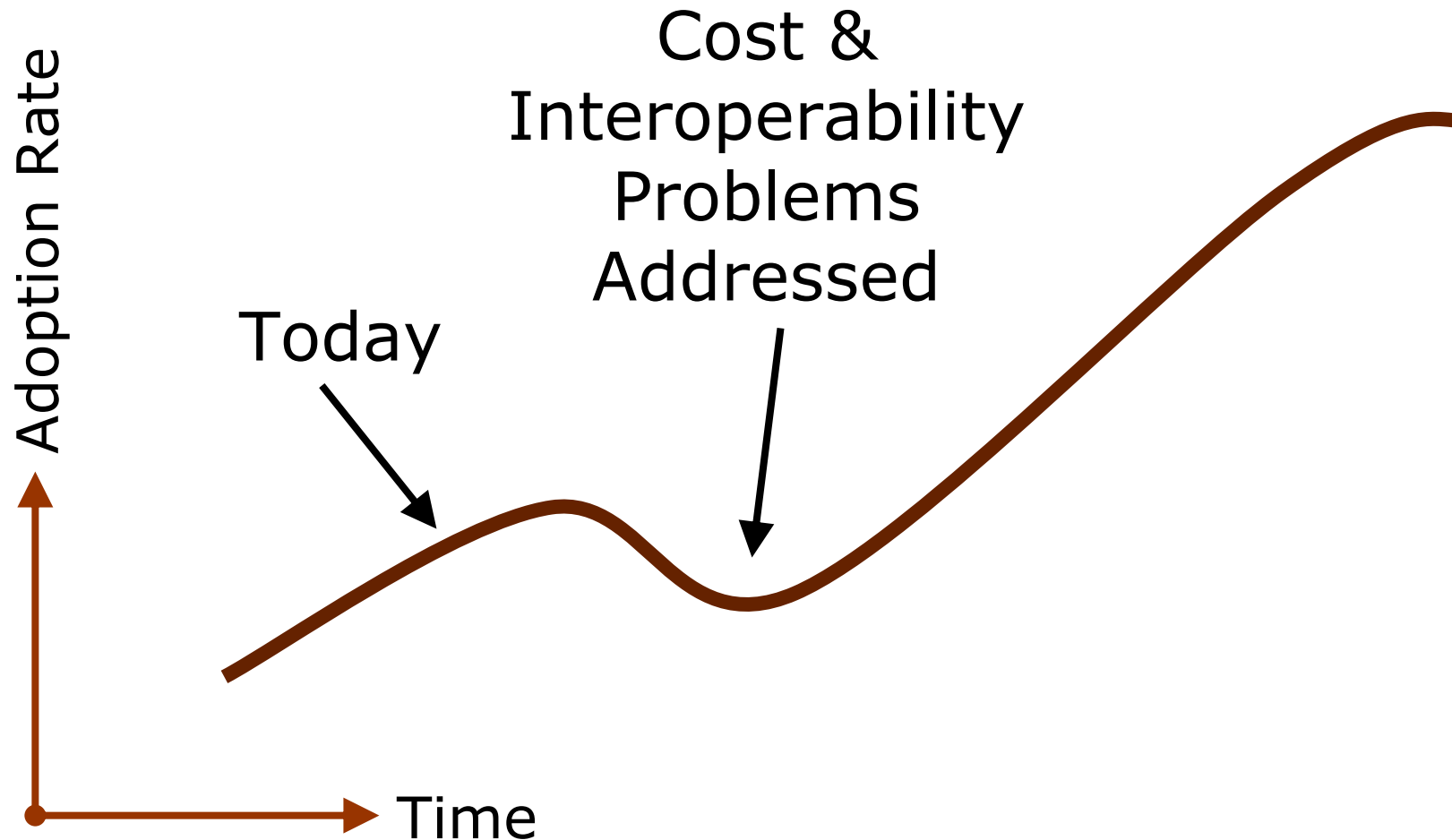
Certification Program

- Insurance policy for all players

- International Trademark Management

- Single International Certification Authority

- Involve All Players
  - Manufacturers
  - Exhibitors
  - Studios

- Fairness

Thank you

more information at
http://mkpe.com