

Digital Cinema Review



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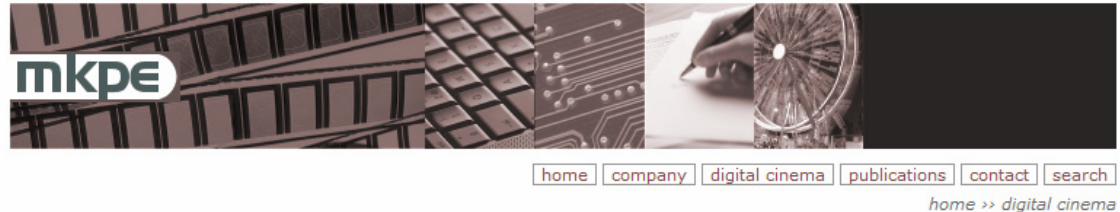
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Overview

- Accomplishments
- Exhibitor Issues
- DCI
- NATO
- What's Different
- Digital 3D
- Interoperability & Adoption Curve
- Certification

Digital Cinema Web Site



Digital Cinema Frequently Asked Questions

This information is presented to provide clarity on various issues of digital cinema. We will be adding to and updating this page periodically. If you have questions that you would like to see addressed, please drop us a note using our [Contact](#) page.

(Last updated 12 March, 2006)

<http://mkpe.com>

Who is DCI, and what does "DCI Compliant" mean?

How do I know if a product I wish to install meets the DCI specification?

Why doesn't the DLP Cinema™ projector meet the DCI specification?

Are the digital cinema standards finished?

What is the difference between 4K and 2K projection?

In terms of 4K and 2K projection, what is available today?

Do I need a 4K projection system to play a 4K movie?

Why are current installations labeled beta systems, and what can we learn from them?

What is a KDM?

What is a Facility List?

Accomplishments

- Security
 - Movement of content
 - Logging
 - Rules
- Packaging
 - Trailers are a separate **Composition** from movies

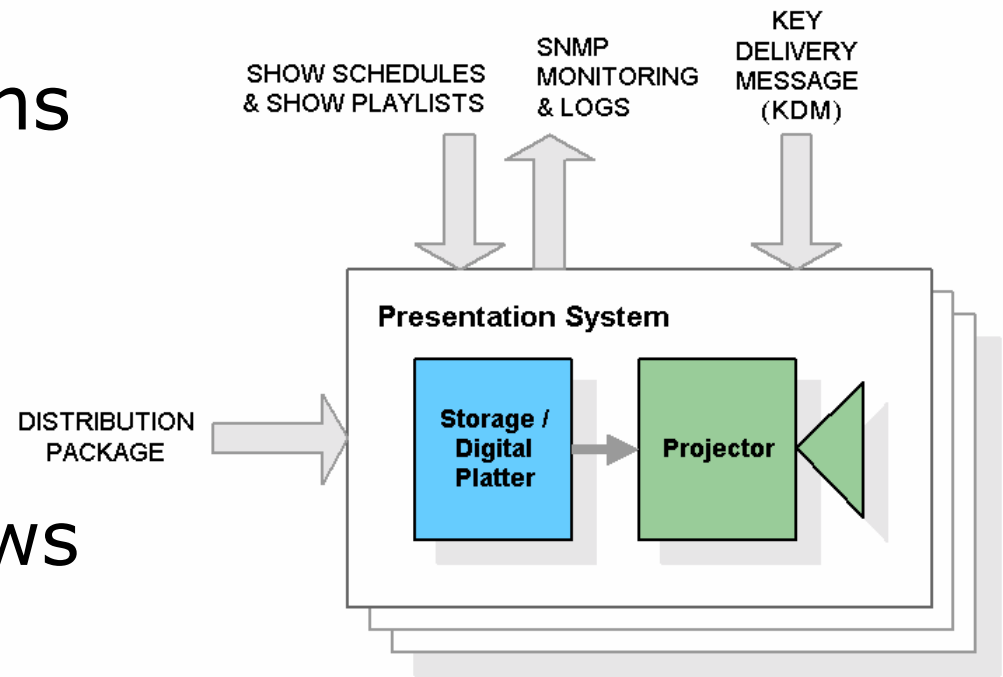
DCI (Digital Cinema Initiatives)

- 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?

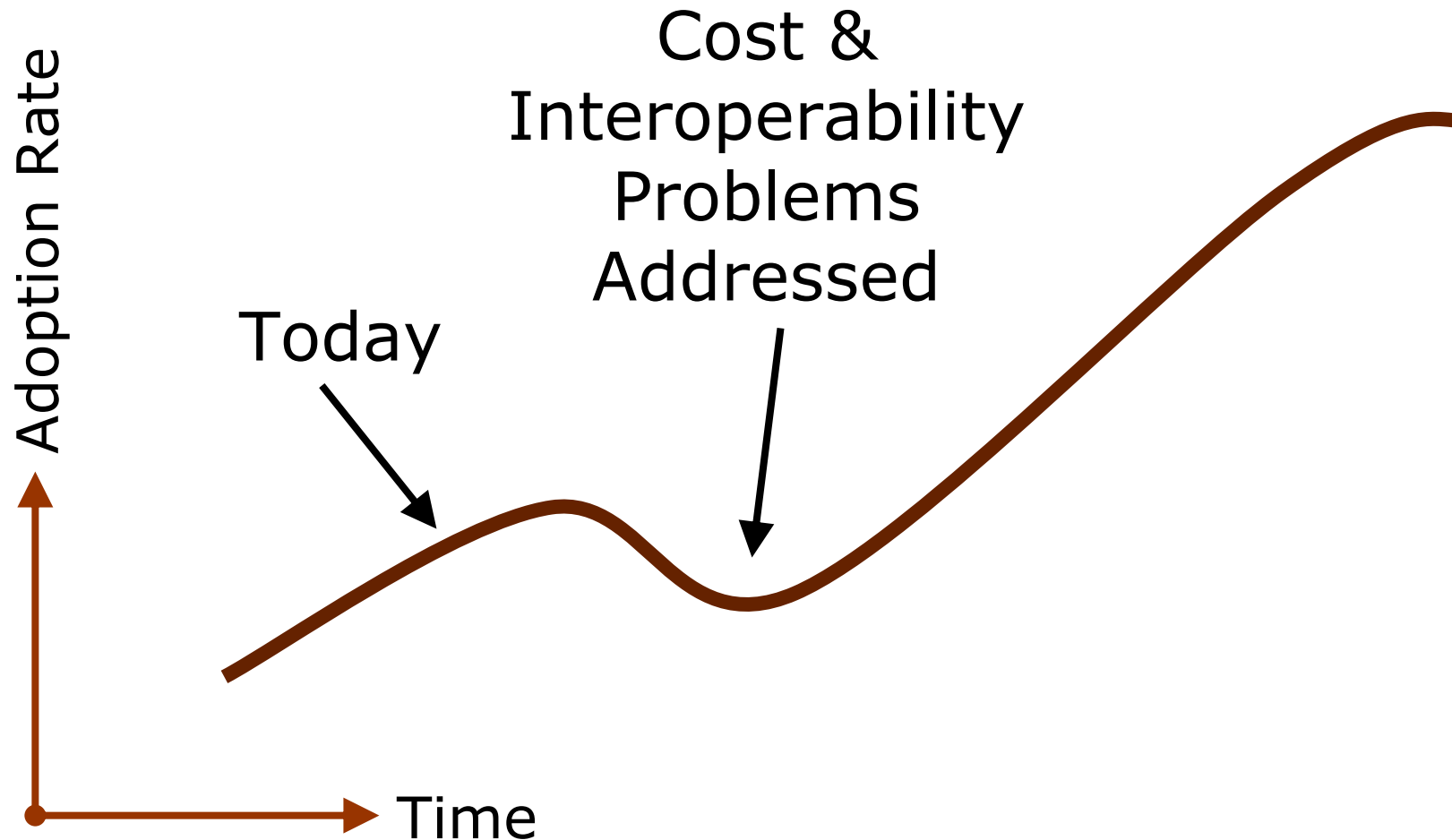
What's Different

- 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 expensive to give away – require washing

Interoperability & Adoption Curve



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>



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