



DIGITAL CINEMA SUMMIT AT NAB2003



Theme: In Relentless Pursuit of Enhanced Theatrical Experiences

The Society of Motion Picture and Television Engineers, in association with the National Association of Broadcasters (NAB) and *Digital Cinema* magazine, will again present a digital cinema summit during the NAB convention to be held April 5-10, 2003. The SMPTE summit, which will take place on April 5 and 6, will cover the technical, business, regulatory, and political issues surrounding digital cinema. Speakers will include scientists, artists, engineers, business managers, and

regulators involved in the efforts to bring digital cinema to the worldwide marketplace. Special seminar registration required, please go to the NAB website at www.nab.org/conventions.

Chairs: SMPTE Editorial Vice-President, *Edward Hobson*, National TeleConsultants, Inc.; SMPTE Engineering Vice-President *Peter Symes*, Thomson Broadcast & Media Solutions, Inc.

SATURDAY, APRIL 5, 2003

Las Vegas Convention Center N245

Digital Cinema Summit Welcome and Introduction
9:00 a.m. - 9:05 a.m.

Keynote—Stepping Stones to Digital Cinema
9:05 a.m. - 9:30 a.m.

Speaker: *Kurt Hall*, President and Chief Executive Officer, Regal Cinemedia, Centennial, CO

State of the State: Where are We? Where are We Going?
9:30 a.m. - 10:00 a.m.

The Theatrical Experience
10:00 a.m. - 10:25 a.m.

Challenges of Implementing Digital Technology in Motion Picture Distribution and Exhibition: Testing and Evaluation Methodology
10:25 a.m. - 10:50 a.m.

DC 28 Standards Group Update
11:00 a.m. - 11:20 a.m.

Tutorial 1: Distribution Technologies for Digital Cinema
11:20 a.m. - 12:00 p.m.

Tutorial 2: The Concept of Visually Lossless
1:10 p.m. - 1:50 p.m.

A Current Distribution Model
2:00 p.m. - 2:25 p.m.

DALSA—A 4K Camera System
2:25 p.m. - 2:50 p.m.

Broadband-Based Digital Cinema Production
2:50 p.m. - 3:25 p.m.

Scanning for Digital Cinema
3:25 p.m. - 3:50 p.m.

Digital Cinema Intermediate
3:50 p.m. - 4:25 p.m.

Presentation Systems
4:25 p.m. - 4:50 p.m.

Digital Cinema Summit Wrap and Conclusion
4:50 p.m. - 5:00 p.m.

SUNDAY, APRIL 6, 2003

Las Vegas Convention Center N245

Digital Cinema Summit Introduction—Day Two
9:00 a.m. - 9:15 a.m.

Morning Keynote
9:15 a.m. - 10:15 a.m.

Speaker: *Charles Swartz*, Executive Director and CEO, Entertainment Technology Center at USC, Los Angeles, CA

Presentation: DC Documentary
10:15 a.m. - 10:30 a.m.

Status Report on Digital Cinematography
10:40 a.m. - 11:30 a.m.

Digital Dailies Realized
11:30 a.m. - 12:30 p.m.

Digital Intermediates: The New Frontier
1:30 p.m. - 2:15 p.m.

Afternoon Keynote
2:15 p.m. - 2:45 p.m.

Digital Cinema Delivery and Advertising
3:00 p.m. - 4:00 p.m.

Digital Projection in the Studio and the Theater
4:10 p.m. - 5:00 p.m.

Digital Cinema Summit Closing Remarks and Reminders
5:00 p.m. - 5:15 p.m.