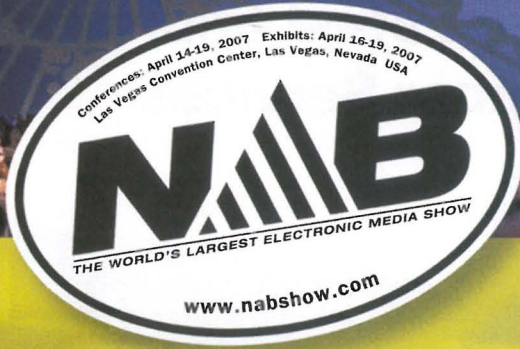
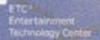


Digital Cinema Summit



Produced in partnership with:



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April 14 & 15, 2007
Las Vegas Convention Center

A Conference Program of:
NAB 2007
THE WORLD'S LARGEST ELECTRONIC MEDIA SHOW
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SMPTE and the Entertainment Technology Center (ETC) at USC are again joining forces to examine the current and future state of digital cinema at the Digital Cinema Summit at NAB.

Saturday's sessions, which are programmed by SMPTE, focus on stereoscopic cinema techniques, the DC-28 standards process, technologies used in digital intermediates for post-production, and new innovative workflows for cinema exhibition. A keynote will provide a thought-provoking view of digital cinema from a studio's perspective, and Worldscreen, a major research effort undertaken in the European Union (EU), will present a final progress report.

Sunday's events, which are organized by the Entertainment Technology Center at USC, concentrate on content creation and consumption and the challenges raised by both processes. Sessions address the production and post-production pipeline, digital cinema deployment, in-theater piracy, and recent efforts by both the Digital Cinema Initiatives and the Inter-Society Digital Cinema Forum, a new player on the block. It will also feature two case studies of motion pictures on the cutting edge.



SATURDAY, APRIL 14

Session Opening and Introductions 8:30 a.m. - 8:45 a.m.

Hosts: *Edward Hobson*, National TeleConsultants, Inc.
Robert Kisor, Paramount Pictures

Breakfast Toast in 3-D: Raise your Glasses! 8:45 a.m. - 10:15 a.m.

With the advent of high-resolution electronic cinema projection, it has become much easier to deliver Stereoscopic-3D-visual materials to large public venues. Will this only mean a resurgence of the novelty cinema of the 50s? Or is this, instead, the leading edge of a movement whereby every film in the latter part of this century will be jumping out of its window? This session will explore these and other topics on new developments in 3-D Digital Cinema.

Moderator: *Tom Scott*, Onstream Media/EDnet

Presenters: *Kenbe Goertzen*, QuVis; *Lenny Lipton*, REAL D; *Boyd MacNaughton*, MacNaughton, Inc.; *David Schnuelle*, Dolby Laboratories

Digital Cinema Standards: A Status Report on DC-28 10:15 a.m. - 11:00 a.m.

The past year has seen unprecedented progress in creating engineering stan-

dards for all aspects of digital cinema. These include substantial efforts in the areas of mastering, distribution, exhibition, and stereoscopy. Engineering committee chairperson Wendy Aylsworth will summarize over 8,000 person/hours of engineering work into a concise 30-minute briefing.

Presenter: *Wendy Aylsworth*, Warner Bros.

Workflow Challenges in the Digital Theater 11:00 a.m. - 12:30 p.m.

While distribution and security standards have been in development for many years, the standards work that will benefit cinema operations are in a very early stage. Moving shows quickly from auditorium to auditorium in response to audience demand, support for alternative content in HD color space, combined with the integration of back-office systems with scheduling and show playlist management, is necessary to take digital cinema beyond the early adopter stage and into the mainstream marketplace. In this session, we will hear from the experts who are working to bring digital into the commercial world of cinema.

Moderator: *Michael Karagosian*, MKPE Consulting LLC

Panelists: *Cliff De Young*, Regal Entertainment Group; *Jonathan*

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Kramarsky, Deluxe Digital Media; *Les Moore*, Kodak Digital Cinema; *John Wolski*, Strong Digital Systems

Keynote: Digital Cinema – A Studio Perspective
1:30 p.m. - 2:00 p.m.

More (and Less) Than Meets the Eye D-Cinema stakeholders are concerned about the quality of delivery both today and going forward. The quality of D-cinema is dependent upon many factors of physics and biophysics. The father of the Digital End to End (DETE) architecture for Warner Bros.' factory of the future will discuss some quality factors that must be considered. Consumers' experience in the theater today, as well as retrieval of information for consumption on yet-to-be invented future devices, is the impetus for creating pipelines that account for more information than is simply seen or heard in the new generation theaters.

Keynote: *Christopher J. Cookson*, Warner Bros. Entertainment, Inc.

Digital Intermediates: Process and Progress
2:00 p.m. - 3:45 p.m.

Digital processes can now replace traditional methods in virtually every step of the production and post workflow. Dozens of feature films have been finished using digital intermediate processes, resulting in a rich set of "lessons learned." This session will explore the DI process for both film and digital acquisition, requirements for effects and image processing, and the implications of 2K versus 4K mastering.

Moderator: *Gavin Schutz*, Azcar Media Services

Speakers: *Curt Behlmer*, Technicolor Digital Cinema; *Marvin Hall*, Modern Videofilm; *Jim Whittlesey*, Deluxe Digital Media

WorldScreen: A European Perspective on D-Cinema
3:45 p.m. - 5:30 p.m.

WorldScreen is an EU-funded project with the objective "Layered scheme

data compression for digital cinema and cross media conversion." Important results of the project are the standardization of JPEG 2000 D-Cinema profiles, MXF standardization, development of JPEG 2000 realtime encoder, JPEG 2000 realtime decoder, software tools for satellite transmission, transcoding and cross-media conversion, DCP validation, and quality assessment. This session will provide the final project report on these important activities.

Keynote: *Wendy Aylsworth*, Warner Bros.

Moderator: *Elfi Bernt*, ARRI

Panelists: *Mike Christmann*, Flying Eye; *Christoph Fehn*, Fraunhofer HHI; *Siegfried Foessel*, Fraunhofer IIS; *Fabrizio Frescura*, Digilab; *Wolfgang Ruppel*, T-Systems International, GmbH; *Ernesto Santos*, MOG Solutions

SUNDAY, APRIL 15

Introductions

8:45 a.m. - 9:00 a.m.

Hosts: Charles L. Dages, Warner Bros. David Wertheimer, Entertainment Technology Center at USC

From the Digital Theater to the Digital Home – Case Study

9:00 a.m. - 10:10 a.m.

A detailed analysis of a recent digital cinema release mastered for distribution across multiple digital platforms including next-generation DVD, VOD, and electronic sell-through (EST).

Moderator: David Wertheimer

In-theater Piracy – Foiling the New Cat Burglars

10:10 a.m. - 10:50 a.m.

Securing the exhibition environment is a top priority that has yet to be solved. How much does the entertainment industry really lose to in-theater piracy? How can technology be harnessed to foil illegal camcorders? What are some of the solutions on the horizon that actually hold promise? MPAA and technology leaders address an issue that is central to the industry's very well being.

Moderator: Mike Robinson, Motion Picture Association of America

Speakers: Anlee Ellingson, *Box Office Magazine*; Steven Weinstein, Motion Picture Laboratories

Pragmatic Solutions to Delivery Issues – Recommendations from ISDCF

11:05 a.m. - 11:45 a.m.

What hard-disk formats are best-suited for delivering digital cinema packages to the theaters? How should distributors name files so exhibitors can find the content they need? What are the plans for upgrading hardware in the field? Recommendations from the Inter-Society Digital Cinema Forum (ISDCF), a gathering of content creators, exhibitors, and hardware manufacturers.

Speakers: Bill Kinder, Pixar Animation Studios; Howard H. Lukk, Walt Disney Studios

The Digital Cinema Rollout – Scrutinizing the Picture

11:45 a.m. - 12:25 p.m.

Manufacturers and service providers are currently pursuing digital cinema deployment with fervor, but what will it take to maintain or even intensify the pace? What unexpected challenges have emerged in the electronic delivery process and behind theater doors, and what can be done to solve them? What new specifications need to be written so that audiences and theater owners reap more benefits? Successes and speed bumps in the rollout process.

Moderator: J. Wayne Anderson, CBG/R/C Theatres

Speakers: Bill Campbell, Orpheum Theatres, Inc.; Travis Reid, Digital Cinema Implementation Partners, LLC

Up to Date with DCI

12:25 p.m. - 12:45 p.m.

Nearly a year ago, Digital Cinema Initiatives engaged Fraunhofer Institute to develop procedures for testing adherence to the Digital Cinema Specification 1.0. What is the result of Fraunhofer's work? How is the DCI spec being maintained? When will the DCI spec be realized? An update from the organization that made it all happen.

Speaker: Wade Hannibal, Universal Pictures

3-D Movie Making – New Dimensions in Film Production

1:45 p.m. - 2:55 p.m.

An inside look at creating a stereoscopic movie from the start of production through exhibition in the theaters.

Moderator: Walt Ordway, Digital Cinema Initiatives

Speaker: Joshua Greer, REAL-D

Shoring Up the Digital Pipeline – The ASC Blueprint

2:55 p.m. - 3:35 p.m.

It's been full steam ahead for digital production and post-production, but is the pipeline living up to its potential? How can filmmakers better plan and test their workflows before principal photography? What role can manufacturers play in increasing speed and efficiency and in improving metadata storage and transmission? How can the dark art of color consistency be transformed into an exact science? Research and recommendations from the American Society of Cinematographer's Technology Committee.

Moderator: Daryn Okada, ASC

Speakers: Glenn Kennel, Laser Media Corp. (Kodak Co.); Lou Levinson, Post Logic Studios; Dave Stump, ASC

From Capture to Master – Case Study

3:50 p.m. - 5:00 p.m.

An in-depth presentation of a film on the cutting edge of image capture, digital content creation and post-production, through to digital projection—featuring a high-profile director, his production team, and camera manufacturing team.

Moderator: Leon Silverman, Kodak Laser Pacific

Presenters: Thomas Ackerman, Trail Ridge Productions; Dave Cole, Laser Pacific; Jeff Roth, Focus Features

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