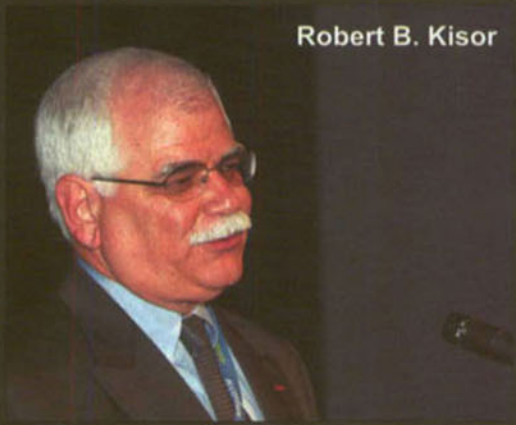


NAB DIGITAL CINEMA SUMMIT

On Saturday April 14 and Sunday April 15, many NAB attendees took time out to attend the annual Digital Cinema Summit, sponsored by SMPTE and the Entertainment Technology Center at the University of Southern California (ETC-USC). The event included speakers and panelists who examined the current and future state of Digital Cinema as the industry continues its transition.



Edward P. Hobson



Robert B. Kisor



Gavin Schutz





What we need to do next

- Realize that the issues are not all technical and can be cured with technology
- Begin focusing on real live workflows and content dynamics
- Involve the operations staff and support personnel refining the logistical issues
- Manage our expectations, and those of our bosses
 - 24 hour mentality
 - Scheduling deliverables
- Align ourselves with the business realities...

