

SMPTE International Digital Cinematography Forum 2008

“The Industry of Digital Cinema: Contents That Create Values”

SEPTEMBER 2, 2008 ■ VENICE, ITALY

Despite the current economic problems that are affecting the overall ratings of many events, the sixth SMPTE International Digital Cinematography Forum 2008 proved to be the most successful yet. On this occasion the prestigious *65th Mostra Internazionale D'Arte Cinematografica di Venezia* (*65th Venice International Film Festival*) hosted professionals and experts of the cinema value chain, who arrived from many countries to the glorious age-long maritime republic to discuss the fortunes and hopes of digital cinema.

The event, organized by the Italian Section of SMPTE and the Fondazione La Biennale di Venezia was held on September 2 in Sala Volpi of the Palazzo del Cinema at the Lido di Venezia. This year's event was devoted

to an updated panorama of the latest 3-D stereoscopic digital cinema solutions, technologies and applications that are now enriching the digital cinema supply chain.

In an overcrowded Sala Volpi, with nearly 200 participants, the SMPTE Italian Section Chair Franco Visintin and the La Biennale di Venezia Film Section Managing Director Luigi Cuciniello opened the Forum sessions.

Franco Visintin introduced SMPTE Executive Director Kimberly Maki, who delivered a speech, “SMPTE Standards and Beyond—Serving the Changing Needs of Professionals in Media Production, Operations, and Engineering.” After noting the birth of SMPTE in 1916 and its original

mission (advance theory and development in the motion imaging field and develop standards for the emerging motion picture industry), Maki described how this mission evolved to today—developing industry standards; providing education through seminars, exhibitions, and conferences; and creating opportunities for networking and interaction. Maki also provided an update on the global development of standards for digital cinema.

Neil Feldman, executive vice president, In-Three, followed with a presentation on “Dimensionalization,” a system developed by In-Three to create 3-D movies from 2-D images. Feldman described in detail, the methods used to create stereoscopic pictures.



Attendees at the SMPTE International Digital Cinematography Forum 2008.



(L-R) Paolo Baratta (President of Biennale di Venezia), Neil Feldman, and Kimberly Maki.

Peter Wilson, director of technology, European Digital Cinema Forum (EDCF), gave a presentation on the “Digital Content Creation for the D-Cinema Supply Chain.” Wilson engaged attendees with a detailed overview on the technologies involved in content creation for digital cinema in the production and post-production activities. In closing, he gave a glimpse at the work done by the EDCF.

Melissa Butts, D-Cinema and 3-D director and producer, presented an impressive 3-D

DC film Sun, produced for the National Aeronautics and Space Administration (NASA) on a very interesting theme—the life of our sun. Butts enriched the screening by discussing comments on the problems encountered in the shootings.

Charlotte Jones, senior analyst, Screen Digest, presented “D-Cinema and 3-D Rollout, Opportunities and Challenges.” Jones provided a detailed analysis on the development of D-Cinema by enlightening attendees with an avalanche of data on the development of the global market for D-Cinema in Europe and on the forecasts and perspective. 3-D is seen as a catalyst for the rollout of D-Cinema; thus 3-D movie production is increasing and the digital content is adding value to the industry.

Fabrice Testa, vice president of sales and business development, XDC, discussed digital mastering and distribution logistical services for alternative content entertainment on the big screen.

Julian Pinn, senior sound consultant for Dolby Labs, ended the program, telling a

very attentive audience how to match the multichannel sound to the 3-D screenings.

Marco Müller, art director of the Venice Film Festival, paid a visit to the Forum. He extended a warm greeting to the speakers, participants, and Angelo D’Alessio, SMPTE Director of International Sections, who had organized the event. Müller agreed to support the next SMPTE 2009 Forum in Venice.

The impressive screenings of 3-D stereoscopic excerpts presented in support of the speeches were made according to the most advanced 3-D stereoscopic systems and installed and set up by 3-D Dolby, Barco, Cinemeccanica, Digital Darwin, Doremi, Qube Cinema, and Xpand, using either active or passive methodologies.

Participants represented all sectors of the cinema supply chain, including directors, DoPs, distributors, exhibitors, press, and suppliers, from Belgium, France, Germany, Japan, Russia, the U.K., the U.S., Italy, and other countries.—Angelo D’Alessio, SMPTE Director International Sections

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