



FILM
VIDEO
MOBILE
MEDIA
ENTERTAINMENT
TECHNOLOGY

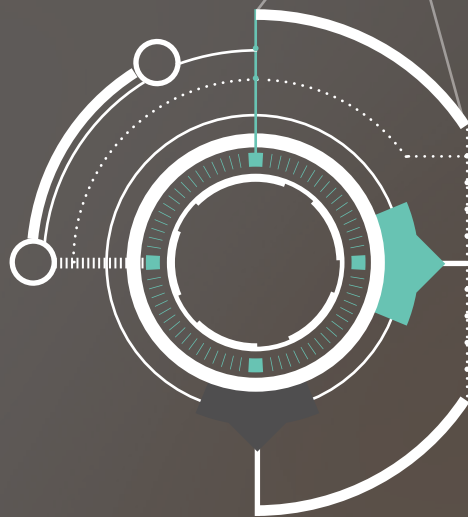
GAMING
TELEVISION
SOCIAL MEDIA
ADVERTISING
LIVE EVENTS
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SOUND
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THE M.E.T. EFFECTSM

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APRIL 22-27, 2017
LAS VEGAS, NV USA

THE FUTURE OF CINEMA CONFERENCE:

THE INTERSECTION OF TECHNOLOGY, ART AND COMMERCE IN CINEMA

Produced in Partnership with



In the 21st century, cinema is no longer confined to a theatrical setting. With consumers seeking content via myriad distribution outlets, creators are working hard to maintain artistic intent in an ever-evolving landscape. But should that be the highest priority? The Future of Cinema Conference will explore this and other thought-provoking questions as we examine the future of movie-making and SMPTE's next 100 years.

SATURDAY, APRIL 22

Next-Generation Cinema:

- How It Gets There – Unintended Consequences of Progress
- How It Gets There – Cloud Technology in Global Distribution
- How You See It – Projection and Displays in Cinema
- How You Package It – IMF Case Study – Master, Myth and Mystery
- How You Hear It – Immersive Audio
- How You Steal It – Movie Security

SUNDAY, APRIL 23

Is Cinephilia Dead or Is It Just Expanding?

How They See It: Do Consumers Really Care About Artistic Intent?

Diversity in Cinema

VR/AR/AI and Deep Learning – Solutions in the Immersive New Media Landscape

Will Light Field Change the Way of Content Production?

How You See It or How You Don't: Better in HDR?

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