



**MEDIA SALLES OPENING SEMINAR
“WILL DIGITAL BE THE SAVIOR OF EUROPEAN FILM?”**

**Focus on Europe – Cinema Expo International 2005
Monday 27 June, from 10:30 to 11:30 am – Room A – Amsterdam RAI**

- **Mike Vickers** – Treasurer of MEDIA Salles
Welcome speech.
- **Elisabetta Brunella** – Secretary General of MEDIA Salles
Moderator.
- **Dr Joachim Ph. Wolff** – Scientific advisor to MEDIA Salles' "European Cinema Yearbook" and Chairman of The Netherlands Foundation for Film Research
Can digitalization improve the position of the European film?
- **Nico Simon** – Chief Executive Officer of Utopia, Luxemburg, Belgium, The Netherlands, France
Local case studies: Chance or Challenge for European films.
- **Florent Bugeau** – Head of Distribution of Rézo Films
The *Saraband* case, or *Bergman vs. George Lucas*
- **David Gajda** – Vice President of Access IT, USA
Global Digital Cinema and the Architecture of Theatrical Distribution.

**Don't forget the Big Screening of the European Film
Merry Christmas by Christian Carion
+ Trailers of European films
at Rai Auditorium on 29 June at 9:45 pm.**