European D Cinema Issues

EC Position on DCI Standard
- Confusion about the DCI Standard specifying US technology only. – Incorrect.
- Presentation at Europa Cinema Conference suggest that Europe should define its own standard.
- Not a position supported by industry.
- EDCF had meetings with MEPS and has written to Commissioner Redding to clarify.
European D Cinema Issues

- No General European VPF Model.
  - Studios say VPF is not a long term model.
  - Local content mix higher in Europe.
  - Advertising is more developed in Europe.
  - International versions more complex and volume is fragmented by local versions/languages/censorship edits.
European D Cinema Issues

- Digital Versions still not always available
  - Major producing nearly all movies in digital now. (Access IT and relative simplicity).
  - Digital versions already complex in English.
  - Distribution more complex.
  - Local Distributors not au fait with the digital models.
European D Cinema Issues

- Requirement for 25 and 50 fps Projection
  - Really a particular issue for some movies which are produced for economic reasons at 25P.
  - Post Production Costs
  - Television Use
- Cinematographers want higher rates (60)
- EDCF progressing this through SMPTE Working Group – Peter Wilson.
European D Cinema Issues

D Cinema Costs
- Many European Cinemas cannot afford currently installed projection systems.
- E Cinema already provides a major improvement over existing situation.
- EDCF campaigning for lower cost solution for
  - Smaller Theatres
  - Smaller Screens in Bigger Theatres (for playout)
- Barco launched new family at ShoWest to great applause!
European D Cinema Issues

- Key Management
  - Distribution of security keys is a hot topic for exhibitors.
    - Practical Concerns (IT and timing)
    - Issues of Screen Control (Authorisations)
  - Nationalised Solution (French)
    - Elegant and Standardised
    - Acceptable to Studios
European D Cinema Issues

- Inter Operability
  - Not a sole European Issue, but must have common interfaces and seamless interoperability. To lower the practical distribution problems.
  - ISDCF is working on this. EDCF is involved.
  - May need to consider ‘European Issues’ as they arise in widespread deployment.
European D Cinema Issues

- DCI Compliance Certification
  - DCI have funded the development by Fraunhofer Institute of compliance test programs.
  - (These are being tested!)
  - DCI do not want to be in compliance assurance business but do we want to ensure that their members only supply to compliant equipment.
  - Testing plan is not yet finalised.
European D Cinema Issues

- EDCF has Credibility
  - All major studios participate in the pre ShoWest briefing.
  - All major suppliers participate.
  - Broad representation of interests from Government, Film Councils, Exhibition, Distribution and Independents.
EDCF must reach out to all parts of the industry in Europe.

- Effectiveness is dependant on EDCF having a stronger collective voice on issues of common concern.
- Geographical enlargement
- Stronger Film Maker and Distribution participation.
- Re organised from Tech/Commercial/Content
European D Cinema Issues

- **Studio Anxiety over Single Lens Projection**
  - Studios have expressed serious concern over single lens configurations which do not use the maximum area of the imager and thus don’t present highest spatial resolution.
  - EDCF participated in Demos which showed that image quality is not seriously compromised. This should be a exhibition decision relating to cost/running costs/image quality for a given screen.