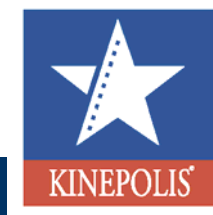




MEDIA Salles Digital Cinema

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Projection & Sound Manager



Digital Cinema History

2000

Installation of TI prototype in Brussels and Madrid.
1,3k TI projector / Quvis server
Toy Story / Dinosaurus / Mission to Mars

2002

Installation of 4 Barco DP50 (1,3k) and EVS servers in
Belgium.
Hollywood content and local releases



Digital Cinema History

04-05

Installation of Barco DP100 and XDC servers
Belgium (8), France (6), Spain (3).
Mayor driver Star Wars episode II May 05.

2006

Installation of 12 extra Barco DP100 and upgrade to Dolby
JPEG servers in Belgium.
Mayor driver: DCI and digital feature lifetime

2007

Installation of Barco DP100 and Dolby servers
in Belgium, France and Spain.
Mayor driver: guarantee digital feature lifetime





Digital Cinema Today

Total digital screens YTD

Belgium 31 (2-3-4-5 screens per site)

France 12 (2 screens per site)

Spain 5 (1 – 3 screens per site)





Digital Cinema How

- **Technical**
 - 1) **Continuously evaluate technology**
 - 2) **More than projector + server**
 - Automation, Sound, UPS, signal converter
 - In theatre network / library server
 - NOC / TMS
 - 3) **Training**
 - Technicians
 - Operators
 - Non technical personnel (TM / booking)



Digital Cinema How

– Equipment

1) Projector

Barco 2K DLP-cinema projector

2) Server

Dolby Hybrid MPEG / JPEG

3) Sound interface

Dolby DMA8+

4) Alternative content interface

Acsar / Folsom + Multi media rack

5) Automation

Interface with existing automation

17" touch screen, single point of full control

6) Network

Central library server / Gb network

Satellite reception / DSL backchannel

7) UPS



Digital Cinema How

– Financial

1) Content

- Hollywood & Local content
- Alternative content
 - XL Gaming, B2B, events
- 3D

2) Digital fee

- Promotion HDDC

3) VPF

- who benefits pays for the systems
- guarantee lifetime digital feature

