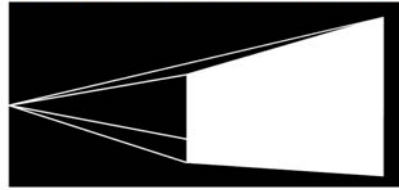


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With regard to digital transition, European cinema exhibitors would like to be sure that the equipment needed for the digital projection they're going to buy will be able to show any type of content, from all the different distributors existing in the market, exactly as they can do today using the same projector for all films. From this point of view the question of standards is crucial.

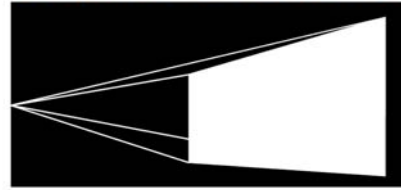
Can you tell us what the current situation is with regard to digital cinema standards?

When can we expect to have them?



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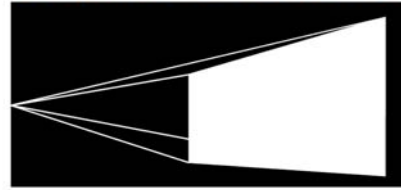
How can exhibitors be sure that the equipment they are going to buy meets the requirements set by the digital cinema standards?

Is it enough for them to rely on what technical suppliers say?



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Piracy is a very serious threat to the viability of the cinema industry.

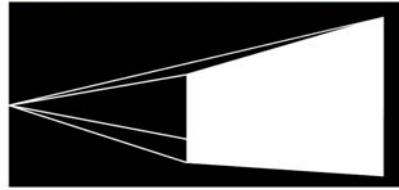
What can exhibitors expect from digital technology?

A higher risk or higher protection?



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You have been working for FFA, in order to give indications on the strategies that the public sector and private companies should adopt for carrying out digital transition in the best possible conditions.

How is this work proceeding?

Can we say that there will be a “German way” to digital cinema?



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