

FINNKINO'S FIRST DIGITAL **EXPERIENCES**

Finland's first digital cinema at Tennispalatsi, Helsinki

www.finnkino.fi

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March 31st

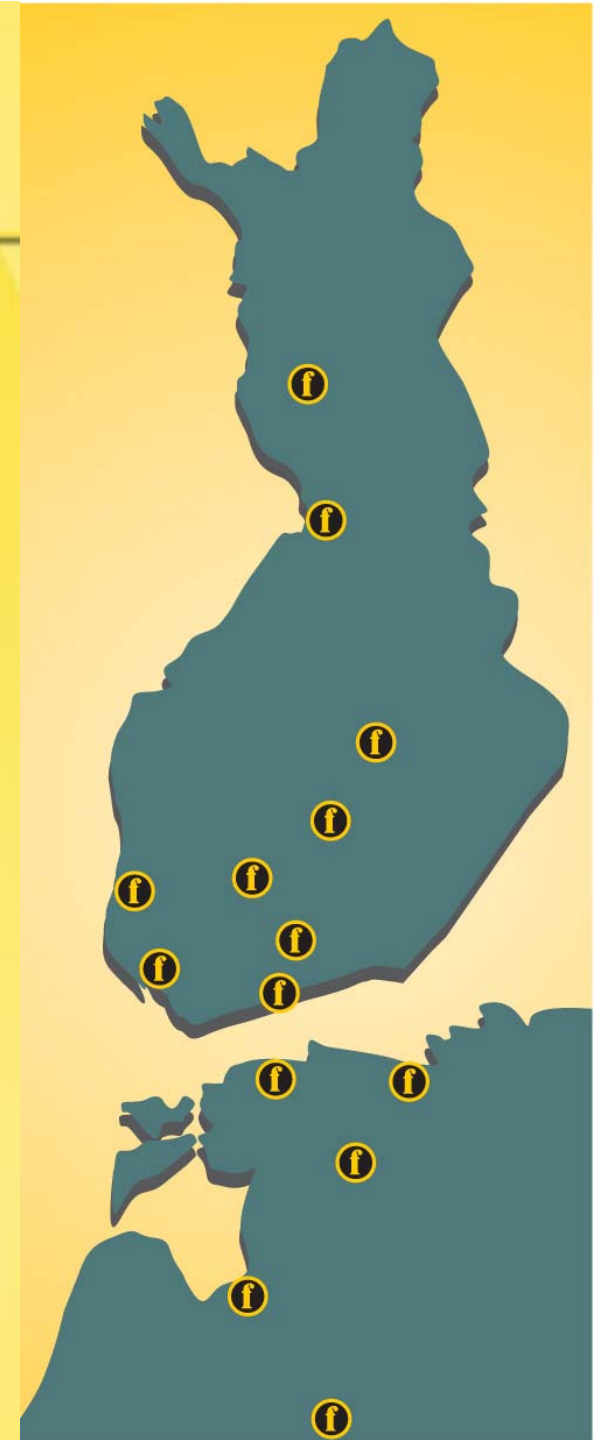
2007

FINNKINO OY

- established 1986
- 1994 part of Rautakirja-Group
- 2003 part of SanomaWSOY-Group
- business areas
 - exhibition
 - theatrical distribution
 - DVD distribution

Finnkino in numbers

- Personnel 845
- Admissions 8 mill
- Turnover 66m€
- Cinemas 27
- Screens 150
- Seats 27 580



Tennispalatsi Multiplex

- Opened February 26th 1999
- 14 screens and 2 696 seats
- Admissions 1.5 mill / year
- Admissions since opening 12 mill
- 130 premiers / year
- 23 000 shows / year
- Lately running avg 33 different copies/wk
- Record admissions per day 13 251
- Biggest screen 185 m²
- Other operators are: two museums, a pub, a drink bar, 3 restaurants, cinema merchandise shop and arcade games.



Multiplex Tennispalatsi



Starting point

- Competitor's try-out with Star Wars Episode 2
- Monitoring the situation in Europe
- Finnish Film Foundation promised funding of 50 % of expenses for purchasing and installing a digital cinema setup into a theater

Tennispalatsi2

***Middle-size, 346 seats, 13 meter screen**
Longer run between changing copies than in #1

***Existing technology fairly modern.**

(Ventilation, electric supply, automation, sound system etc.)

* Smallest booth in the house, had to tear down sidewall
to make space.

Equipment

NEW:

BARCO DP100

Dolby Show Store & Player

Existing:

Strong Projector, CNA200 automation

SONY DFP-3000 sound system

Installation

Finnkino's own technical crew, supported by Barco's and Dolby's personnel.

Two days (only six shows lost), included fast course into basics of digital cinema for our operators.

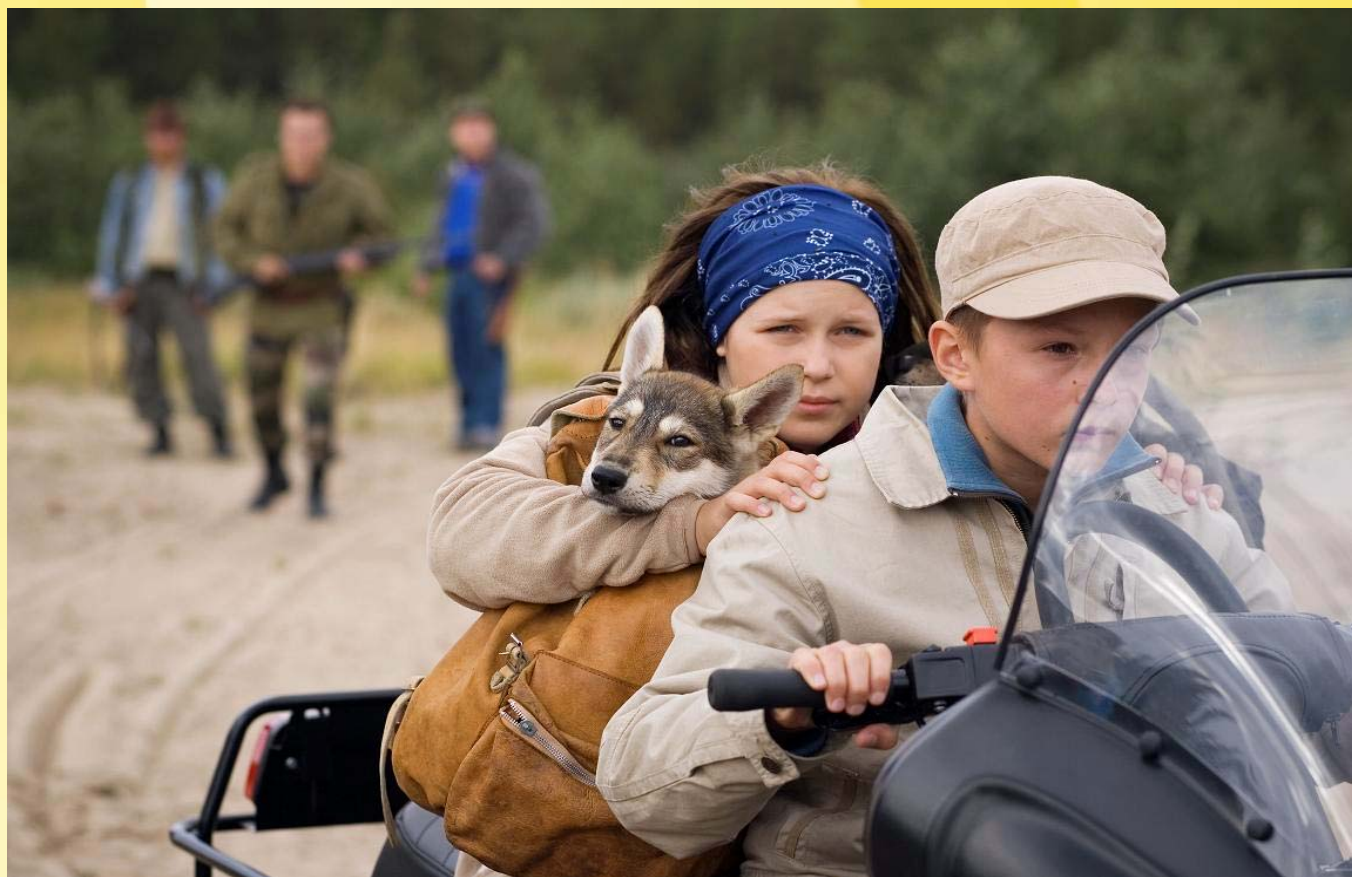
First features

First two digital releases were Finnish films!

First digital show with domestic film 15th
December 2006.

Finnish Film Foundation supported making both
films into digital copies with 70 % of the
expenses.

Mystery of the Wolf



www.sudendarvoitus.fi

Year of the Wolf



www.sudenvuosi.com

Foreign movies so far

- Arthur & les Minimoys
- The number 23
- 300

Introducing digital screen advertising in Finland start of 2007

- Clear Channel Finland (CCC)
- Unique Norway
- Panasonic WXGA projectors
- HD -material
- In the beginning we use Panasonic for commercials, not Barco, to simplify things for CCC
- No film at all when digital feature, so no trailers at moment in digital presentations

Problems so far

- Only one relevant JPEG2000 trailer so far
- Already couple promised digital releases did not happen
- 1 canceled show (1 customer), due firmware update difficulties
- Minor disturbances in automation interoperability
- One domestic digital release was canceled in last minute due color issues.

Alternative content

- DocPoint - documentary film festival.
Total 9 shows from BETA(SD)
- B2B-events, (ie. ADOBE), PC, DVD
- Testing with XBOX360 in HD & wireless controls & online gaming

Things to consider

- Keeping log of all available content on theater's hard drives and KDMs
- IT-knowledge and English skills of the projectionists
- Knowing your house, especially communication network, ventilation etc.
- Keeping list of all the equipment and their software/firmware versions
- Pre-release window for screening in KDMs
- Close contacts with distributors essential at this early stage.

Links

- www.finnkino.fi
- www.ses.fi Finnish Film Foundation
- www.forumcinemas.ee
- www.forumcinemas.lt
- www.forumcinemas.lv

THANK YOU !