

Cinemas and audiences are in a constant state of flux. To retain your competitive edge it is more important than ever to be aware of on-going change within both global and European exhibition. Such preparation is essential if you are to embrace successfully all future developments within the sector.

# Join **MEDIA Salles** for the traditional Italian breakfast at the **Berlinale 2006**

13 February 2006, 10 am – 11:30 am  
CineStar Imax, Foyer (first floor) at Sony Center,  
Potsdamer Strasse 4

## Presentation of

- **The “European Cinema Yearbook - 2005 final edition”**  
cinema-going, multiplexes, digital cinemas
- **“DigiTraining Plus: New Technologies for European Cinemas”**  
**Kuurne, Belgium, 5-9 April 2006**  
Be updated on the present state and future prospects of digital screening with the third edition of the MEDIA Salles’ training course for European cinema exhibitors.



Unique Prize Draw offered by Barco to 3 of the training attendees:  
"Have a Digital Cinema projector in your theatre for free for 1 month"

**Application deadline: 24 February 2006**

CINEMA D'EUROPA



MEDIA SALLES

**Promotion of European films**  
**Training courses for European exhibitors**  
**Information services**

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DIREZIONE GENERALE  
PER IL CINEMA