



# Media Salles 2006

Intro Stephan Paridaen



# Digital Cinema 2006

"It's here, It's now"

# Barco's commitment to MEDIASalles Digitraining+

- Barco: "Market Driven – Technology Enabled"

⇒ Cooperation with MEDIASalles since 2004 to help the exhibitors understand Digital Cinema.

3 phases of DC:

2004: What is the **technology**? Proof of digital image quality!

2005: Explain DCI **standards** and its implications to the products and the market.

**2006:**

**How do I build my successful Digital Cinema Business!**

⇒ Support the market with a "see and convince" strategy:

⇒ **Win one of 3 full solution Barco Digital Cinema Solutions**

# Successful Business involves Product

- Obviously we are going to repeat the core
  - Technology & Products (2004)
  - DCI Standards and Markets (2005)

# Successful Business involves Finance

- Overview:
  - Leasing (Royal Bank of Scotland, ING)
  - Renting (XDC)
  - Virtual Print Fee model (Technicolor)
  - Buying and Owning your own equipment (KODAK)

# Successful Business involves Content

- How do I increase revenue? What are the new opportunities (theory and practice)
- Digital feature
  - Higher Pricing? – Strategic Competitive Adv.
- 3D features
  - Increase Box-office – Strategic Competitive Adv.
- Alternate content
  - HD, SD, live broadcast
- Digital Advertising
  - More business through flexible local adds
- Gaming
  - Attract younger generation and its sponsors
- Business Presentations
  - Fill your cinema in low business periods