



*Digital Cinema - It's not just for
Hollywood*





About Emerging Pictures

Founded in 2001 in New York, with the goal to expand the exhibition and distribution of independent-international films and special content via the efficiencies of digital cinema technologies

We are

- Exhibitors - Digital Cinema Network in US
- US Distribution Services providers for independent filmmakers
- Agent - Distributors for specialty “alternate” content :US and Worldwide





About Emerging Pictures

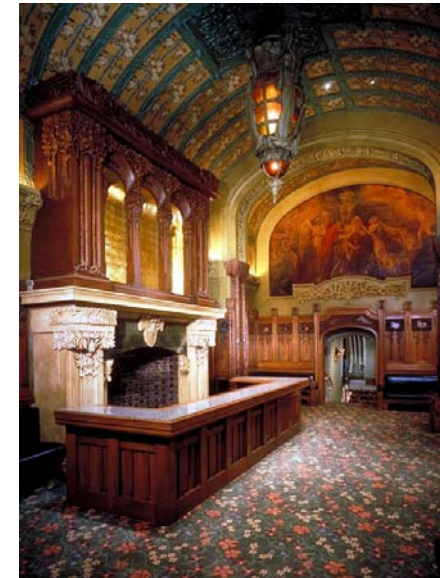
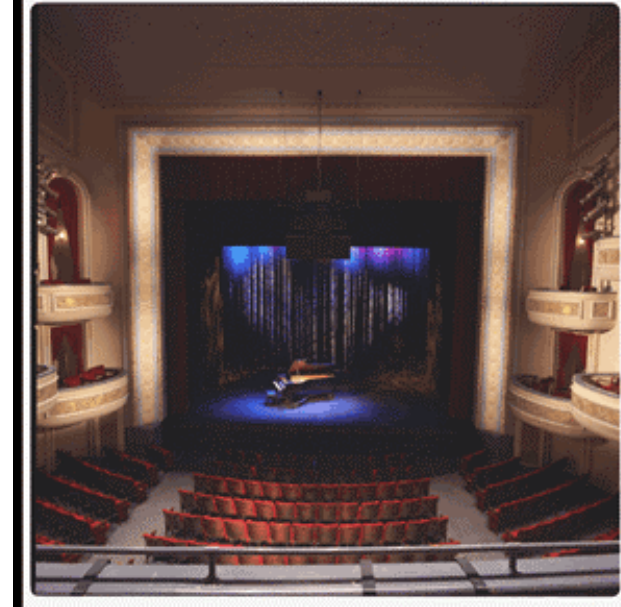
Who we are

- Barry Rebo - HDTV Pioneer since 1986
- Ira Deutchman - 30 years US Independent Film Industry
- Giovanni Cozzi - Home Theater Industry Exec
- Capricorn - Financial managers for Jeff Skoll, Co-Founder of eBay, Founder of Participant Productions



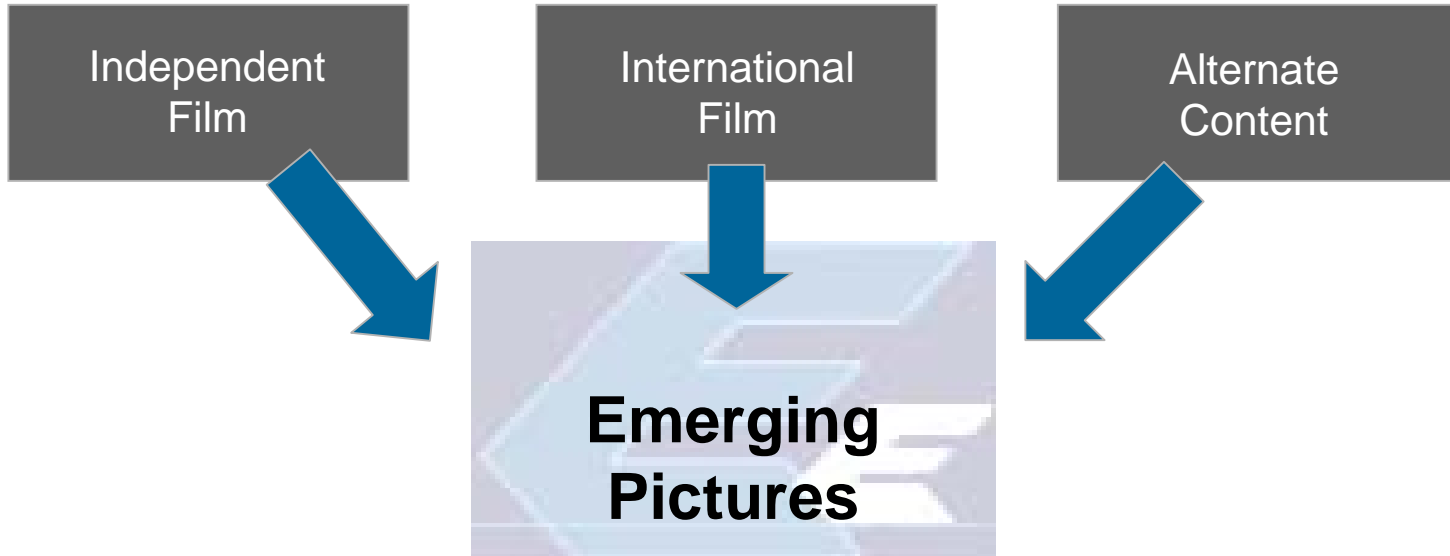
EMERGING CLINE M A S

- > Network of 33 digital theaters in the US since 2004
- > Art House Cinemas, Performing Arts Centers, Museums
- > Show Independent/international films and special events- “alternate content”

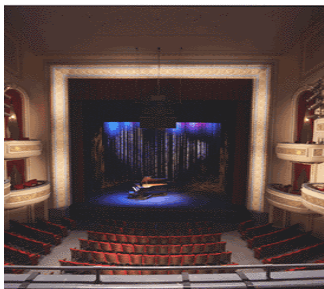




What we do



Emerging Cinemas Network
+
Any Art Screen



Ancillary Markets





Today

- 300+ Movies delivered to 150+ digital screens
- 33 Screens serviced in US every month
- “i-cinema” specifications authors for quality in independent films and “alternate content”
- Worldwide agent - distributors of Operas from La Scala into digital theaters

DCI, i-cinema (VC-1, H.264, MPEG2) Live via satellite

- National Digital Festival Syndicators



- Distribution of Independent Films in US in ALL Cinema formats - Digital and 35mm





What I am going to talk ABOUT

It's Not just about "Alternate Content"

It's about **Alternate Experience**

(Note: it's *NOT* about drugs and sex... Sorry)





Alternate Content?

- In US : Anything that is not Hollywood ?
- Is there money in this for Cinemas?
- Why do consumers just not watch it on DVD or on TV?

Because:

It's more fun at the Cinema with other people around.





The Audience wants More

Audience participation is key to the
success of alternate content
programming

*(Why do they clap and yell “Bravo! “ at the operas in
cinemas ???)*



Competition : 8 of the best Undistributed Films - selected by top critics at Film Festivals

- One movie shown one Tuesday night each month in 15 cinemas nationwide
- Audience members give a grade to each film
- Filmmakers participate in marketing - it's *their* competition - Q&As with Audiences - In Person or Digitally on Screen.
- At the end of the year: all votes are tallied and winning film gets \$100 K and a distribution
- **The audience 's opinion counted >>>> The audience participated**



QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.





Syndicated Festivals

Full Frame Documentary Film Festival



The New York Times
nytimes.com

- 2004 -2007
- Contemporaneous presentation of 10 competition features in theatres in 10 cities
- Special Audience Award ***voted by viewers in all participating venues***



Syndicated Festival

Jackson Hole Wildlife Film Festival



- September 2003, 2005, 2007
- Presentation of finalists in theatres in 10 cities



HIGH PROFILE CULTURAL PROGRAMS

BRAVO!

EXPERIENCE THE MAGIC OF OPERA **AT YOUR CINEMA**



Starring world class performers including
 Roberto Alagna, Violeta Urmana, Ian Storey, Waltrand Meier, Angela Gheorghiu, Ramón Vargas, Idiko Komlós, Michelle De Young, Maria Devia, Anna Caterina Antonacci, Juan Pons, Miro Dvorski and many more



and
 Teatro del Maggio Musicale, Florence & Teatro La Fenice, Venice

FILMED IN HIGH DEFINITION
 PROJECTED IN 2K DIGITAL CINEMA WITH 5.1 SURROUND SOUND

LA TRAVIATA
 La Scala, by Giuseppe Verdi, directed by Liliana Cavani
 Conductor: Loris Paavola
 Design: Daria Fava

AIDA
 La Scala, by Giuseppe Verdi, directed and designed by Franco Zeffirelli
 Conductor: Riccardo Chailly

MARIA STUARDA
 La Scala, by Gaetano Cappocci, directed, designed and costumed by Pao Luigi Ricci
 Conductor: Antonino Fogliani

LA RONDINE
 Teatro La Fenice, Venice, directed by Graham Vick
 Conductor: Carlo Rizzi
 Design: Peter J. Davison

LA FORZA DEL DESTINO
 Teatro del Maggio Musicale, Florence, by Giuseppe Verdi,
 directed by Riccardo Zedl
 Conductor: Zubin Mehta
 Design: Ciro Fregola

IL TRITTIKO
 La Scala, by Giacomo Puccini, directed by Luca Ronconi
 Conductor: Riccardo Chailly
 Design: Margherita Fall

TRISTAN UND ISOLDE
 La Scala, by Richard Wagner, directed by Patrice Chéreau
 Conductor: Daniel Barenboim
 Design: Howard Roberts



FOR MORE INFORMATION AND VENUE DETAILS
www.artsalliancemediacom/opera







OPERAS in CINEMAS

- **Higher ticket price** - select audience
NOTE : *cheaper prices* > fewer tickets = *less revenues*
- Best increase in occupancies during week
- Older Constituency

AUDIENCE EXPERIENCE

- Introduction By Expert or Performer
- More formal attire
- Raffles and Prizes - Give- aways
- Sell DVDs of other Operas at Counters
- Subscription - as at the real Opera : guaranteed \$\$\$s





FREE SPECIAL EVENTS

- Build co-marketing relationships with local media, public broadcasters or other entities addressing same demographics (bookstores/music stores)
- Build Social Responsibility
- Get NEW Audiences

>>>> Build more than loyal audiences

BUILD A COMMUNITY

THEY WILL COME TO MORE SHOWS - MORE OPERAS - MORE MOVIES

IT'S NOT JUST ABOUT THE CONTENT ANYMORE

>>>> IT'S ABOUT THE COMMUNAL EXPERIENCE





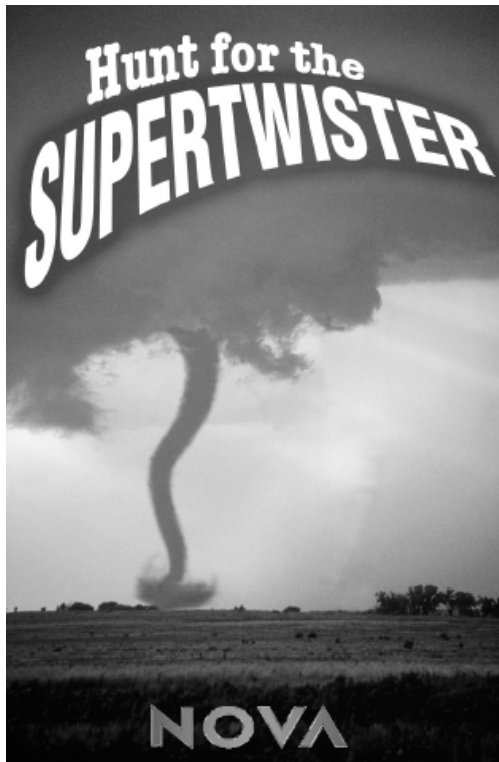
Special events

– Supertwister

- Premiere for PBS/Nova
- presented live in HD on 30 ft screens live to full auditoriums in Science and Technology institutions in Dallas, Oklahoma City, Lincoln and Raleigh.

– Total Solar Eclipse

- special live HD broadcast organized with NHK and Discovery
- presented in 8 cities in the US and Canada; Raleigh, Lincoln, Wichita, Kalamazoo, St. Paul, Baltimore, Calgary, Montreal.



2008 WORLDWIDE FREE EVENT

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