

# OPENSKY CINEMA

Cinema Network and Services

Mediasalles DIGI Training

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# Index



- **Satellite in Digital Cinema**
  - Services + Technologies + Infrastructure
    - **Live 3D**
      - Technology : how it works
- **Contents and Value Chain**
  - **LIVE DEMO**
    - 3D LIVE events demo and 3D LIVE ployout

# Here we go..

- First came the digital cinema
- Then satellite came....
- ...and they got married...
- What is the result?
- Have we seen all?

# SATELLITE SERVICES

i.e. what can you do when you have a satellite solution

- **LIVE**

- Live FULL HD transmission, Audio AC3
- Encrypted transmission with possibility to enable selected cinemas from the network.

- **3D LIVE**

- Unique European structure for 3DLive capable to deliver turn key services: shooting+ transmission + reception/projection
- Strategic partnership with “3D Stereoscopic Group” to provide a complete and integrated service: shooting + broadcast

- **DCP Delivery**

- DCP delivery via satellite: fast, simultaneous in all cinemas, economic, ecological, reliable.
- ENCRYPTED MULTICAST Transmission DVB-S2, 36Mhz, up to 70Mbps

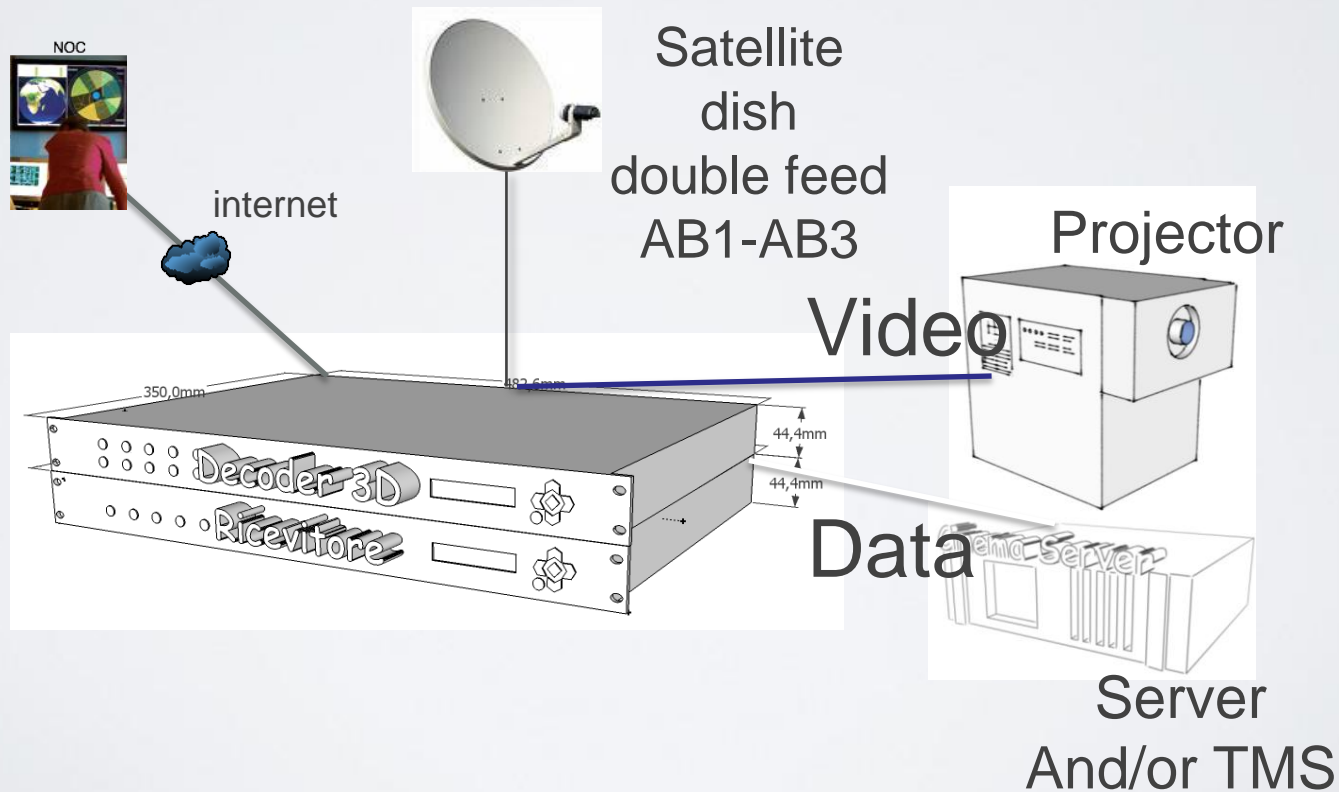


# Equipments in cinemas

i.e. what is the impact in the cinema premises



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# Current Network



Italy: more than 100 cinemas

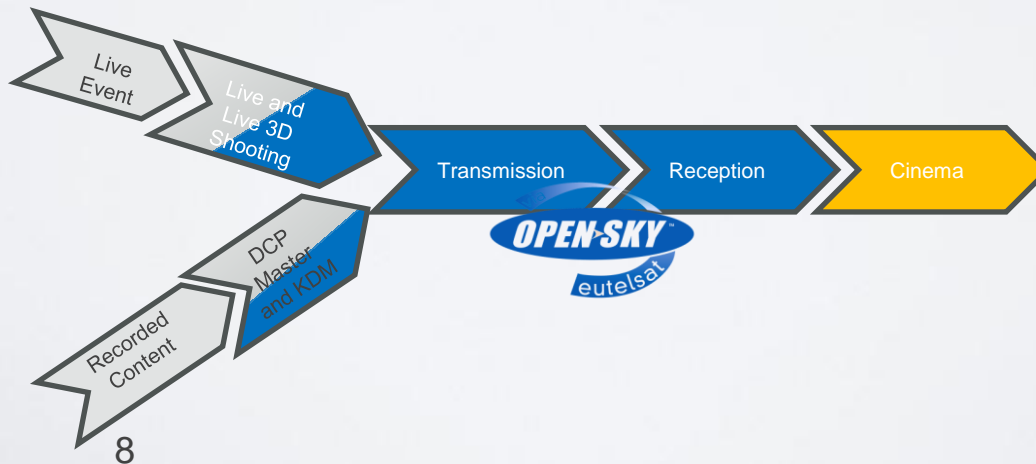
France: 66 cinemas



# OPENSKY-EUTELSAT BUSINESS

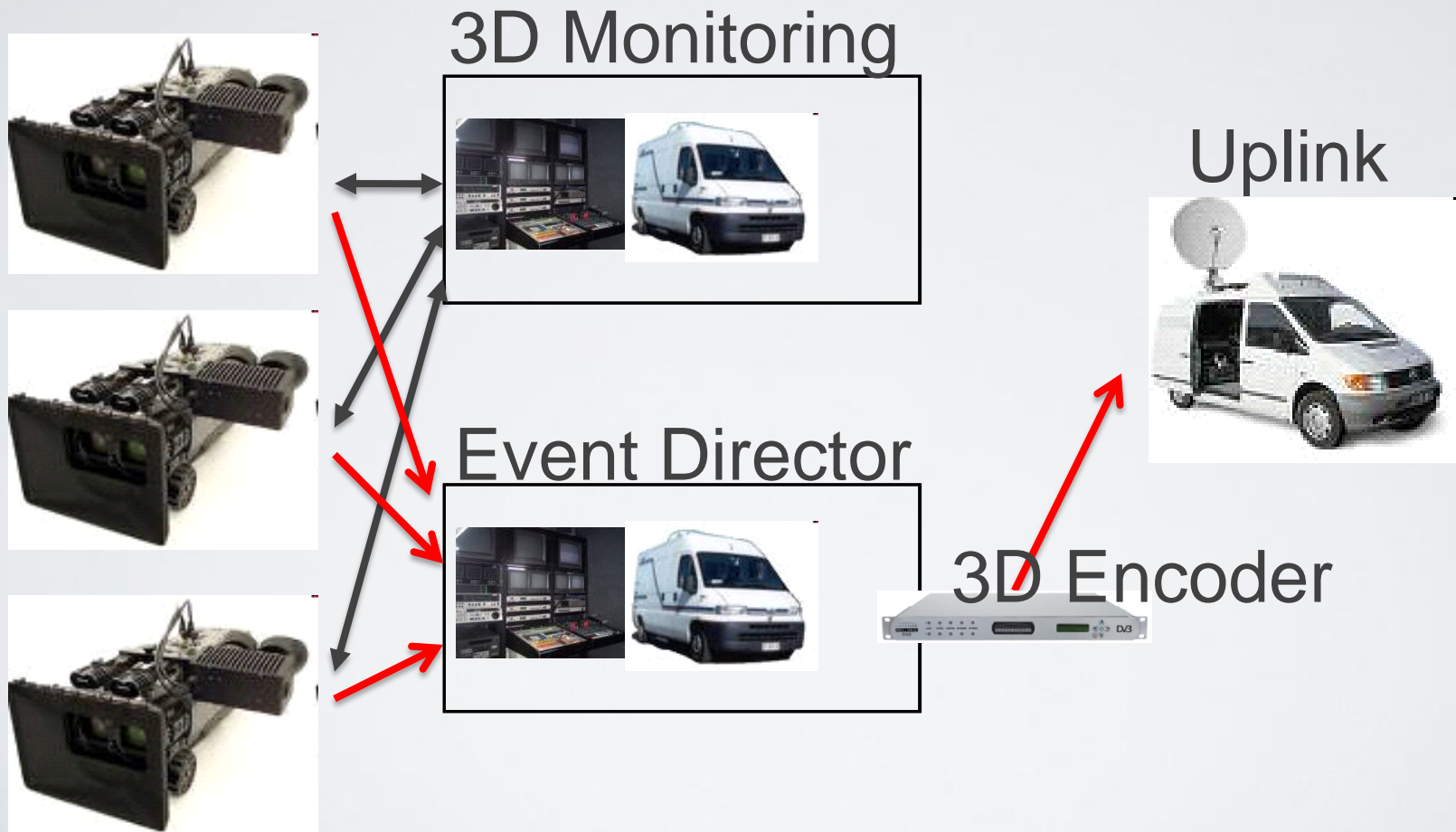
- **Expertise and Mission**

- Eutelsat leader in satellite communications
- OPENSKY European partner for the development and management of the services for cinemas
- A unique experience on BROADCAST and DATA SERVICES
- Focus on core competences on satellite services in order to give to CINEMAS and CONTENT PROVIDERS maximum quality and performances



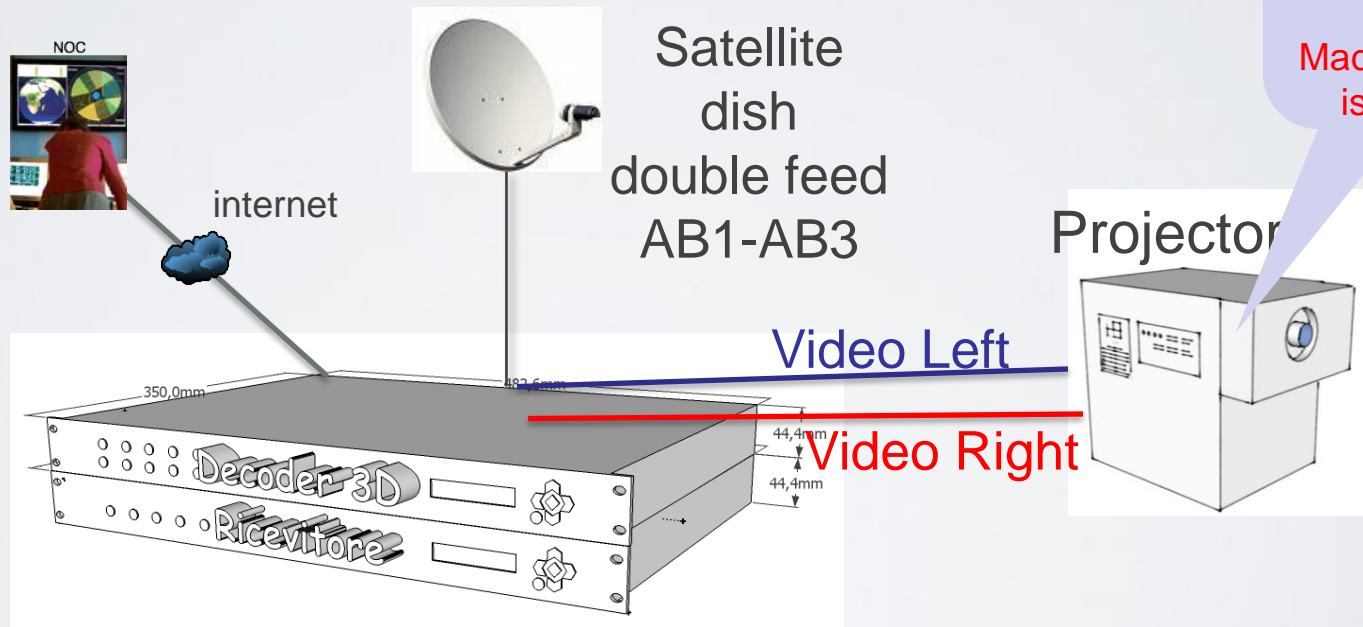


# Live 3D : How it works



# Live 3D : How it works

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All 3D solutions are supported

All projector are supported

Macro for 1080i is required

# CASE HISTORY

## LIVE: NEW BUSINESS ALREADY REALITY



- **Live Entertainment**

- “Cesaroni al cinema”, “Grupo Compay Segundo”, “Elton John live in Paris”, “Carmen”, “Alessandra Amoroso”

- **Live 3D Entertainment**

- “Basket on SKY”, “100 years of ACEA-Rome”, “Julien Clerc Live in Lyon”

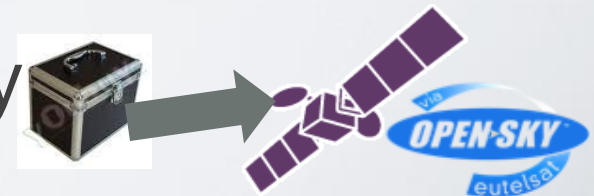


- **Live Business**

- “TeleMediCinema training -Live Surgery in HD”

**The new Digital Chain: Everything starts from the BIG SCREEN**

And now also DCP Delivery



# Market Scenario

## Source of the contents

- Editorial planning
- Capitals, investments
- Rights

Other Player

New  
Editor/distributor

TV Broadcaster

## Technological Industries

- Shooting Companies
- Satellite companies

## Exploitations

Cinemas

# Conclusion

→ Let's exploit fully the new business enabled by digital and satellite

→ Let's continue to invest in technology

→ NEED AN ACTION ON CONTENT

**NEW DIGITAL CINEMA**

