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DGT

# **DigiTraining 2012**

**European Cinemas Experiencing New  
Technologies**

**29 August – 2 September 2012,  
Amsterdam**

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# **DigiTraining 2012**

**European Cinemas Experiencing New  
Technologies**

**Wednesday, 29 August**

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Wednesday, 29 August

**At the EYE Film Institute  
- IJ Lounge**

*2:30 pm*

Welcome coffee – *courtesy of the  
MEDIA Desk Nederland*

Registration - Participants will be  
invited to fill in the pre-course  
questionnaire

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Wednesday, 29 August

*3:15 pm*

**IN CINEMA 3**

Welcome address by organizers and partners

**-Mike Vickers,**

-Treasurer of MEDIA Salles

**-Ido Abram,**

-Director of Presentation & Communications at the EYE Film Institute

**-Ron Sterk,**

-Managing Director of Dutch exhibitors association NVB and Cinema Digitaal

**-Dominique van Ratingen,**

-Director of MEDIA Desk Nederland

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Wednesday, 29 August

*3:50 pm*

Presentation of course structure and content  
by **Mads Egmont Christensen**, course moderator

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Wednesday, 29 August

*3:50 pm*

Presentation of course structure and content  
by **Mads Egmont Christensen**, course moderator

*4:30 pm*

**IN IJ LOUNGE**

*Coffee break*

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Wednesday, 29 August

*5:00 pm*

**IN CINEMA 3**

Visit to the EYE Film Institute and its exhibition areas:  
new technologies working on behalf of the enjoyment  
of cinematographic material from the past and present  
and of alternative content

*6:00 pm*

Screening of digital high quality and experimental  
content by **CineGrid**.

**Thomas Scholz**, 4K Project Space Manager of  
CineGrid, will present a cross section of 4K footage  
from the realm of scientific research and artistic  
practice.

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Wednesday, 29 August

**OPENING DINNER**

**7.30 pm**

**At the EYE Film Institute**

**THE IJ LOUNGE**

*Courtesy of Arts Alliance Media*



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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*9:00 am*

Gathering at the EYE Film Institute

The IJ LOUNGE

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*9:30 am*

**CINEMA 2**

**Digitalization in Europe and worldwide:  
facts and figures, by Elisabetta Brunella,  
Secretary General of MEDIA Salles**

*(Session open to players from the Dutch  
cinema industry and representatives of public  
institutions)*

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*10:00 am*

**Summing up the *technology*: 2K, 4K, 3D,  
High Frame Rates. What are the  
developments? by Peter Wilson (EDCF)**

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*11:00 am*

**LEVEL 6**

Coffee Break

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*11:30 am*

**Digitisation has reached the watershed. What's  
next? By Michael Karagosian (MKPE)**

Q&A session

*12.30 pm*  
*End of session*

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*12:30*

**In THE IJ LOUNGE**

Lunch at the EYE Film Institute

Group work: Overview of the  
participants' experiences in the  
field of new technologies

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*2:00 pm*

**IN CINEMA 2**

**Presentation of group work**

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*2:30 pm*

**D-cinema financing in Europe: an  
overview, by *Olivier Hillaire* (Manice)**



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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*3:10 pm*

Public support for digitalization as a  
tool for encouraging the *circulation* of  
domestic and European films

**The role of the MEDIA Programme,  
by Silvana Pasqualino (EACEA)**

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*3:30 pm*

A comparison of ***economic models***: Experiences in  
Europe.

-The Polish model, by Ania Sienkiewicz. Head of  
Dept of Education on Film Culture at the Polish  
Film Institute

-The Dutch model, by Ron Sterk, Managing  
Director of NVB and Cinema Digitaal

Q&A session

*followed by Coffee break at 4:30pm*

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

*5:00 pm*

How to get the most out of your digital  
system, by

**Sébastien Nicolas**, Supply Chain Director of  
dcinex

Q&A session

*6.00 pm*

*Group photo*

*End of session*

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Thursday, 30 August

Participants make their own dinner  
arrangements

Tickets available, upon request, to visit  
*Stanley Kubrick: The Exhibition*

Courtesy of EYE Film Institute

Exhibition is open until 9:00pm on Thursdays

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# DigiTraining 2012

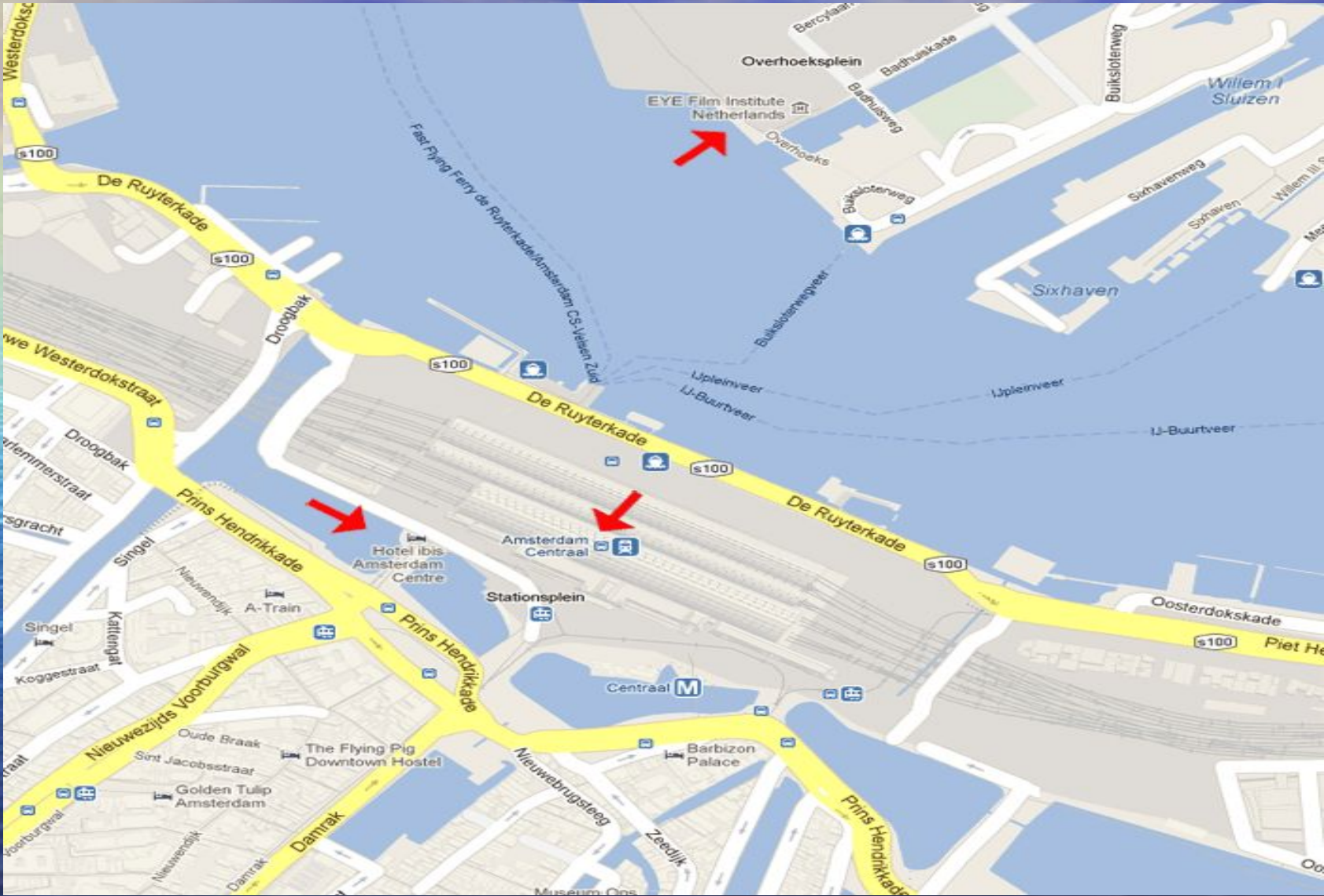
European Cinemas Experiencing New  
Technologies

Friday, 31 August

*7:45 am*

*Departure from Ibis Centre Hotel  
to Zeist by private coach*

*(the bus will have to park on  
Prins Hendrikkade, in front of  
Victoria Hotel)*



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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Friday, 31 August

*9:00 am*

Visit to **Gofilex**

Keyword: *distribution*

**From 35mm to cable delivery,  
by Paul Huis in 't' Veld, Director of  
Gofilex**

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

**Friday, 31 August**

*10:30 am*

*Departure from Zeist to Houten  
by private coach*

*11.00 am*

*Coffee break*

**Visit to the service cinema "CineLounge"  
in Houten. Presentation by Annemieke  
McCabe**



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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Friday, 31 August

*12:15 pm*

*Journey to the **Sound and  
Image Institute** in Hilversum by  
private coach*

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Friday, 31 August

*1:00 pm*

**Theater Room 2**

Welcome message at the Sound and  
Image Institute,

by Geert Wissink, Head of Program  
Office

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Friday, 31 August

*1:15 pm*

*Lunch at the Sound and Image Institute Café*

*2:00 pm*

**Theater Room 2**

**Conserving and digitizing the cultural  
audiovisual heritage**

Presentation: Images of the Future,  
by **Thijs van Exel** (Knowledge Land)

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Friday, 31 August

*Coffee break*

Access and Use of the Audiovisual Collection  
of Sound and Vision and European projects  
regarding digital preservation and access  
by **Geert Wissink**, Head of Program Office,  
in collaboration with **Eveline Ferwerda**  
(Cinema Digitaal)

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Friday, 31 August

*4:00 pm*

**IN THEATER ROOM 2**

Group work: Groups are asked to outline a cinema-adaptable emotional experience (exhibition, show, performance etc.) based on digitally preserved audiovisual content.

Group work alternating with guided visits to the Film Digitalization lab.

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

**Friday, 31 August**

*5:30 pm*

*Return to Amsterdam by private coach*

*Expected arrival at Ibis Centre Hotel*

*at 6:30 pm*

Participants make their own dinner  
arrangements and  
receive tickets for

**Tuschinski 1**, upon request

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

**Saturday, 1 September**

*8:00 am*

*Departure from Ibis Centre Hotel*

*(front of Viktoria Hotel)*

*to Edam by private coach*

*9:00 am*

*Journey to Hoorn by boat*

*Courtesy of dcinex*



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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

**Saturday, 1 September**

*10:30 am*

Welcome coffee and visit to the **Cinema Oostereiland**,  
the new, all-digital art-house cinema,  
in the town of Hoorn.

Screening of film presenting the cinema

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Saturday, 1 September

*11:30am*

**The opportunities and risks of digital  
technologies for *quality programming*,  
by Margret Wagenaar, Manager of the  
Cinema Oostereiland**

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Saturday, 1 September

*11:50am*

**Presentation of the research carried out  
by Filmonderzoek,  
by Jorien Scholtens**

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

**Saturday, 1 September**

*12:05pm*

**Session on content: alternative digital  
content by Christine Costello  
(More2Screen)**

Q&A session

*12:30 pm  
End of session*

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# **DigiTraining 2012**

**European Cinemas Experiencing New  
Technologies**

**Saturday, 1 September**

**Participants make their own lunch  
arrangements at Hoorn**

DGT

# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

**Saturday, 1 September**

*2:00 pm*

*Departure from Hoorn by private  
coach to Amsterdam – EYE Film  
Institute*

DGT

# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Saturday, 1 September

*3:00 pm*

**EYE Film Institute IN CINEMA 2**

**The Dutch digital landscape**

**by Frank De Neeve (Cineserver) and Marieke Jonker (Amstelfilm)**

Keyword: *flexibility* seen through the eyes of filmmakers, independent distributors and exhibitors

Q&A session

*4:30 pm*

**IN THE IJ LOUNGE**

*Coffee break*

DGT

# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Saturday, 1 September

*5:00 pm*

**New Features: Accessibility and  
Other New Features,  
by Michael Karagosian**

Q&A session



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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

**Saturday, 1 September**

*6:00 pm*

**Future perspectives for the cinema  
experience, by Thomas Hoegh, Founder  
of Arts Alliance Media**

**Recommendations for the future**

*7.00 pm*

*End of session*

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

**Saturday, 1 September**

*8.00 pm*

Closing dinner in Amsterdam  
at DoubleTree

by Hilton Centraal Station  
(Oosterdoksstraat 4 – 1011 DK  
Amsterdam)

(at walking distance from Ibis Hotel)

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# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

**Sunday, 2 September**

**At the EYE Film Institute**

*9:00 am*

Course evaluation by participants

Question and answer session

Conclusion of the course

*12.00 pm*

*End of session*

DGT

# DigiTraining 2012

European Cinemas Experiencing New  
Technologies

Saturday, 1 September

**MEDIA SALLES – AND ALL OF  
US ASSISTING – WISH YOU  
ALL A WORTHWHILE,  
INSPIRING AND  
ENTERTAINING TRAINING  
COURSE !**

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# **DigiTraining 2012**

**European Cinemas Experiencing New  
Technologies**

**Saturday, 1 September**