

**DigiTraining Plus 2014: New Technologies for the European Cinemas of the Future
9 - 13 July, Germany**

Course programme



Wednesday, 9 July	Thursday, 10 July	Friday, 11 July	Saturday, 12 July	Sunday, 13 July
	<p><i>Munich at ARRI headquarters (Movie Theatre)</i></p> <p>Session open to the audiovisual professionals from Bavaria and Baden Württemberg and to cinema schools</p> <p>9.00 a.m. Welcome message, by Franz Kraus, Chairman of ARRI 4K demo introduced, by Franz Kraus, Chairman of ARRI</p> <p>9.30 a.m. Digitalization in Europe and worldwide: facts and figures, by Elisabetta Brunella, Secretary General of MEDIA Salles</p> <p>10.00 a.m. <i>Digital Cinema 2.0</i> Innovative efforts in the cinema experience have moved away from high frame rates (HFR) to high dynamic range (HDR), immersive sound, and higher brightness 3D, by Michael Karagosian, MKPE</p> <p>Q&A session</p> <p>Coffee break</p> <p>11.20 a.m. ARRI booking system, by Matthias Ritschl, ARRI</p> <p>12.00 p.m. Visit to the ARRI digital cinema dept (DCP duplicating, digital delivery colour grading suite, demo of HDR content)</p> <p>Lunch at ARRI headquarters</p>	<p><i>Constance</i></p> <p>Programme focused on the impact of digitization on independent, quality and countryside's theatres</p> <p>9.00 a.m. Visit to Scala Filmtheater (Constance) with presentation of the cinema and its programming and marketing strategies, by Detlef Rabe</p> <p>9.30 a.m. Session on public policies</p> <p>MFG funding policy in the region of Baden-Württemberg, by Maria Gomez, Head of Cinema, Distribution and Sales Funding of MFG</p> <p>10 a.m. The future of film distribution - different possibilities for electronic delivery, by Carsten Schuffert, VP Content Services (dcinex)</p> <p><i>Move to Überlingen (Bus transfer organised by MEDIA Salles)</i></p>	<p><i>Munich - at ARRI headquarters (Movie Theatre)</i></p> <p>9.00 a.m. <i>Accessibility in Cinemas</i> Presentation for CCAP, by Daniel Vogl, Sound Division Manager of ARRI</p> <p>9.40 a.m. (<i>at Dubbing Studio</i>) How digital cinema standards have reduced the cost of this technology to make it practical for cinema owners, by Michael Karagosian, MKPE</p> <p>Q&A session</p> <p>10.30 a.m. Coffee break</p> <p><i>Programme focused on the offer to the public: new content and new services</i></p> <p>Exchange of experiences on:</p> <p>Insight into electronic delivery in 2014 and beyond/New possibilities with Cinema on Demand, by Harry Schusterov, Director Business Development of Gofilex Germany GmbH</p> <p>Event cinema Added content and its role for the enhancement of the social and cultural role of cinemas, by Klaudia Elsässer, Pannonia Entertainment and Isabelle Fauchet, Founder and CEO of Live Digital Cinema</p> <p>Gaming - A case study by Tom de Bont, Heerenstraat Theater b.v.</p>	<p><i>Munich - at ARRI headquarters (Dubbing Studio)</i></p> <p>Open letter on the cinema of tomorrow: group work</p> <p>Ideas and inspiration for exhibitor training initiatives</p> <p>Conclusion of the course</p>
<p>Arrival of participants in Munich</p>				
<p><i>At ARRI headquarters in Munich (Studio)</i></p> <p>2.00 p.m. Registration and welcome coffee</p> <p>2.45 p.m. Welcome speeches from the organizers and partners</p> <p>- Mike Vickers, Treasurer of MEDIA Salles - Klaus Schaefer</p>	<p><i>At ARRI headquarters (Studio 2)</i></p> <p>1.30 p.m. Xenon vs Laser demo, by Jens Kayser NEC</p> <p>2.15 p.m. Masterclass: Benjamin Dauhrer (CineCitta), a pioneer of the digital transition</p> <p>3.00 p.m.</p>	<p>2.00 p.m. Visit to Cine Greth (Überlingen) with presentation of the cinema and its programming and marketing strategies, by Nicole Lailach</p> <p>3.00 p.m. <i>Move to Munich (Bus transfer organised by MEDIA Salles)</i></p>	<p><i>At ARRI headquarters (Dubbing Studio)</i></p> <p>2.00 p.m. Group work based on experiences of participants. Introduction by Pilar Sierra and Vittorio Polin</p> <p>3.00 p.m. In collaboration with EDCF The European cinemas of the future: which prospects for cinema experience? by</p>	<p>Departure of participants from Munich</p>

<p>Director of FFF Bayern - Martin Schwertführer, Head of Cinema Distribution of ARRI</p> <p>3.30 p.m. Introduction to the course: structure & content</p> <p>4.15 p.m. Panorama of German cinema and how digitization is proceeding in Germany, by Andreas Kramer, Director of HDF Kino</p> <p>Digital technology at the service of quality cinema: the German experience, by Felix Bruder, AG Kino</p> <p>Presentation of participants</p> <p>Visit to Cinema Monopol - opening dinner</p>	<p><i>Move to Constance (Bus transfer organised by MEDIA Salles)</i></p> <p>7.00 p.m. Visit to the cinema Zebra Kino (Constance)</p> <p>Welcome speech from Dieter Krauß, Member of the Management Board of MFG</p> <p>Presentation of the cinema and its programming and marketing strategies, by Marvin Wiechert</p> <p>Free evening in Constance</p>	<p>Free evening in Munich</p>	<p>Dave Monk, EDCF</p> <p>4.20 p.m. Coffee break</p> <p>4.45 p.m. Panel: How to contain the costs of managing a digital cinema - Till Cusmann, dcinex, - Gerrit Doorn and Albert Jan Vos, JT Cinema</p> <p>Q&A Session</p> <p>6.30 p.m. Restored film: a new opportunity for cinemagoers, by Tereza Czesany Dvorakova, National Film Archive</p> <p>The use of social media for theatre marketing and</p> <p>Closing dinner in Munich</p>	
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