



European
Digital Cinema
Forum

European D Cinema Issues

- EC Position on DCI Standard
 - Confusion about the DCI Standard specifying US technology only. – Incorrect.
 - Presentation at Europa Cinema Conference suggest that Europe should define its own standard.
 - Not a position supported by industry.
 - EDCF had meetings with MEPS and has written to Commissioner Redding to clarify.

European D Cinema Issues

- No General European VPF Model.
 - Studios say VPF is not a long term model.
 - Local content mix higher in Europe.
 - Advertising is more developed in Europe.
 - International versions more complex and volume is fragmented by local versions/ languages/ censorship edits.

European D Cinema Issues

- Digital Versions still not always available
 - Major producing nearly all movies in digital now. (Access IT and relative simplicity).
 - Digital versions already complex in English.
 - Distribution more complex.
 - Local Distributors not au fait with the digital models.

European D Cinema Issues

- Requirement for 25 and 50 fps Projection
 - Really a particular issue for some movies which are produced for economic reasons at 25P.
 - -Post Production Costs
 - -Television Use
- Cinematographers want higher rates (60)
- EDCF progressing this through SMPTE Working Group – Peter Wilson.

European D Cinema Issues

- D Cinema Costs
 - Many European Cinemas cannot afford currently installed projection systems.
 - E Cinema already provides a major improvement over existing situation.
 - EDCF campaigning for lower cost solution for
 - Smaller Theatres
 - Smaller Screens in Bigger Theatres (for playout)
 - Barco launched new family at ShoWest to great applause!

European D Cinema Issues

- Key Management
 - Distribution of security keys is a hot topic for exhibitors.
 - Practical Concerns (IT and timing)
 - Issues of Screen Control (Authorisations)
 - Nationalised Solution (French)
 - Elegant and Standardised
 - Acceptable to Studios

European D Cinema Issues

- Inter Operability
 - Not a sole European Issue, but must have common interfaces and seamless interoperability. To lower the practical distribution problems.
 - ISDCF is working on this. EDCF is involved.
 - May need to consider ‘European Issues’ as they arise in widescale deployment.

European D Cinema Issues

- DCI Compliance Certification
 - DCI have funded the development by Fraunhofer Institute of compliance test programs.
 - (These are being tested!)
 - DCI do not want to be in compliance assurance business but do we want to ensure that their members only supply to compliant equipment.
 - Testing plan is not yet finalised.



European D Cinema Issues

- EDCF has Credibility
 - All major studios participate in the pre ShoWest briefing.
 - All major suppliers participate.
 - Broad representation of interests from Government, Film Councils, Exhibition, Distribution and Independents.

European D Cinema Issues

- EDCF must reach out to all parts of the industry in Europe.
 - Effectiveness is dependant on EDCF having a stronger collective voice on issues of common concern.
 - Geographical enlargement
 - Stronger Film Maker and Distribution participation.
 - Re organised from Tech/Commercial/Content
 - To Tech Support/Exhibition Supp/Dist Supp.

European D Cinema Issues

- Studio Anxiety over Single Lens Projection
 - Studios have expressed serious concern over single lens configurations which do not use the maximum area of the imager and thus don't present highest spatial resolution.
 - EDCF participated in Demos which showed that image quality is not seriously compromised. This should be an exhibition decision relating to cost/running costs/image quality for a given screen.