



WELCOME TO LONDON

**DIGITRAINING PLUS 2008**  
**European Cinemas**  
**Experiencing**  
**New Technologies**

**Experiencing**



**Experiences..**

# PRACTICAL INFORMATION

## THE IBIS HOTEL:

The electricity points in the rooms of the Ibis Euston St Pancras Hotel conform to English standards. We therefore advise participants to equip themselves with an adaptor so that they are able to re-charge mobile phones, laptops and other electrical devices.

All rooms at the Ibis Euston St. Pancras hotel are equipped with a wi-fi internet connection, for which there is a charge.

MEDIA Salles will cover the cost of accommodation and breakfast: for any extras, participants are advised to open an individual account with the hotel, using their credit card as guarantee.

In general "non-smoker" rooms will be assigned. Those who wish to smoke in their rooms are requested to inform MEDIA Salles;

Every meal organized by MEDIA Salles generally arranges for alternative vegetarian dishes to be available. Nevertheless, vegetarians are kindly requested to let us know before the start of the course

# PRACTICAL INFORMATION

THE IBIS HOTEL:

## **SECURITY !**

All questions regarding the hotel should be  
adressed to SARA



# PROGRAMME

Wednesday April 9

**3.30 pm**

Opening of the course  
Your host: Jens Rykaer, President of MEDIA Salles

**3.45 pm**

Welcome speech by Agnieszka Moody, Director of MEDIA Desk UK  
UK cinema exhibition - challenges and opportunities, by Phil Clapp, CEO of the UK Cinema Exhibitors' Association

**4.30 pm**

Presentation of the course, by Mads Egmont Christensen, moderator

Digital screens: how many and where?  
by Elisabetta Brunella, Secretary General of MEDIA Salles

**5.30 pm**

Coffee break

**6.00 pm**

What do we talk about when we talk about digital cinema?  
by Dave Monk, European Digital Cinema Forum

**7.45 pm**

Presentation of who 's who

**8.15 pm**

Dinner at the Hotel



# PROGRAMME

Thursday April 10

At [Curzon Cinema, Soho](#)

Transfer by metro (Leicester Square), departing from hotel no later than 8.30 am

**9 am**

The reality of running a digital cinema within the DSN scheme: technical and operational aspects, including distribution, by Fiona Deans and Nicola Gaddes,  
Arts Alliance Media

Visit of the cinema led by Mick Stephen, technical manager of Curzon Cinemas

Business models, part I: Arts Alliance Media, by Fiona Deans

**12 pm**

Cold lunch

At [Curzon Cinema, Soho](#)

# PRACTICAL INFORMATION

Thursday April 10

08:39

[Euston Underground Station](#)

Take the Northern Line towards Kennington  
Station via Charing Cross  
or Northern Line towards Morden via Charing  
Cross

Euston Underground Station

08:46 [Leicester Square Underground Station](#)

Leicester Square Underground Station

**Maximum journey time: 00:07**  
**Interchanges: 0**

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# PROGRAMME

Thursday April 10

At ICA - Institute of Contemporary Arts  
Transfer on foot 2 pm

Welcome speech by Mark Adams, Director of Cinema of the ICA

**2.15 pm**

The UK Film Council 's Digital Screen Network and the opportunity of digital cinema, by Alex Stolz, UK Film Council

**3.30 pm**

Questions & answers session on digital contents - film distribution.  
With the participation of Anna Godas, Dogwoof Pictures and Sara Frain, Metrodome

**4 pm**

Coffee break

**4.30 pm**

Business models, Part 2: Technicolor, by Tom Cotton

# PROGRAMME

Thursday April 10

Participants are free for dinner

**9.20 pm**

Beginning of the screening "U2-3D" at BFI IMAX (metro: Waterloo).

# PRACTICAL INFORMATION

**U2 3D:**

**RESERVATIONS NEEDED**

THURSDAY NIGHT 9:20 pm

COST: 12,50 Pounds

MEDIA Sales contact: LAURA



# PRACTICAL INFORMATION

## [Euston Underground Station](#)

Take the **Northern Line** towards Kennington Station via Charing Cross

WATERLOO STATION:  
Reduced escalator service until 11 May.

**Average journey time: 10 mins**  
**Zone(s): 1**

# PROGRAMME

Friday April 11

At [Odeon Surrey Quays](#)

Transfer by metro (Canada Water), departing from hotel no later than 8.45 am

**9.30 am**

What benefits does digital cinema bring to exhibitors?  
Practical experience of running a digital test on all screens of a digiplex by Richard East, General Manager of Odeon Surrey Quays

**10:45 am**

Coffee break (visit to the projection booth)

**11:15 am**

Alternative Content, Giovanni Cozzi, Emerging Pictures

**11:45 am**

The world of 3D, by Matt Cowan, RealD 3D screen (demo)

# PRACTICAL INFORMATION

08:56 [Euston Underground Station](#)  
Take the Victoria Line towards Brixton

[Green Park Underground Station](#)  
Take the Jubilee Line towards West Ham  
or Jubilee Line towards Stratford  
or Jubilee Line towards North Greenwich

09:18 [Canada Water Underground Station](#)

FROM CANADA WATER THERE IS  
A 10 MINUTE WALK TO SURREY QUAYS  
A MEDIA Salles Representative will be at the underground station  
at the side of the lake to guide the trip to the cinema.



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# PROGRAMME

Friday April 11

**1.15 pm**

Lunch

**At Frankie & Benny's**

**Surrey Quays Road, London**

# PRACTICAL INFORMATION

FROM SURREY QUAYS (Frankie & Benny's) THERE IS  
A 15 MINUTE WALK TO CANADA WATER

14:55 [Canada Water Underground Station](#)  
Take the Jubilee Line towards Stanmore  
or Jubilee Line towards Willesden Green  
or Jubilee Line towards Wembley Park

[London Bridge Underground Station](#)  
Take the Northern Line towards High Barnet  
or Northern Line towards Edgware

15:12 [Euston Underground Station](#)



# PROGRAMME

Friday April 11

At **Ibis Euston St Pancras Hotel**

**3.30 pm**

Challenges to copyright in the digital world, by Charlotte McMillan,  
SJ Berwin

**4.15 pm**

How to obtain additional revenue thanks to digital cinema?  
Alternative contents, with presentations by Christine Costello - More2Screen  
and Fabrice Testa - DDCinema

**5 pm**

Coffee break

**5.30 pm**

Business models, part 3: XDC, by Fabrice Testa and Bernard Collard in  
collaboration with Sound Associates, Jerry Murdoch

(Participants are free for dinner)

**8:40 pm**

Beginning of the screening "SHINE A LIGHT" at The ODEON,  
Surrey Quays (metro: Canada Water).

REGISTRATION NEEDED

# PROGRAMME

Saturday April 12

At [Kino Cinemas, Hawkhurst](#), West Kent  
Transfer by private bus, departing at 7.30 am

**9.45 am**

How to manage and programme a “purely digital  
cinema”

by Paul Corcoran

**10.45 am**

Screening of a selection of upcoming European digital  
movies by XDC

**12 pm**

Lunch

At **The Royal Oak Pub, Hawkhurst**

# PROGRAMME

Saturday April 12

Return to **Ibis Euston St Pancras Hotel**  
Departure at 1.30 pm

**3.30 pm**

The German debate on cinema digitalisation, by Detlef  
Rossmann, president of AG Kino

**4.30 pm**

An overview of significant digital experiences around Europe  
by:

- Silvana Molino, Microcinema, Italy
- Mathias Holtz, Folkets Hus och Parker, Sweden
- Benjamin Dauhrer, CineCitta, Germany
- Enrique Martínez del Molino, Yelmo Cines, Spain
- Massimiliano Giometti, Giometti Cinema, Italy

**6.30 pm**

Final statements



**8 pm**  
Closing dinner  
**At Thistle Hotel, Euston**  
(walking distance from Ibis Euston St Pancras Hotel)

# PROGRAMME

Sunday April 13

At **Ibis London Euston St Pancras**

**9.15 am**

Course evaluation

**11 am**

Course closure