

ICTA Los Angeles Seminar 2012”

Digital Conversions Update



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Bill Mead



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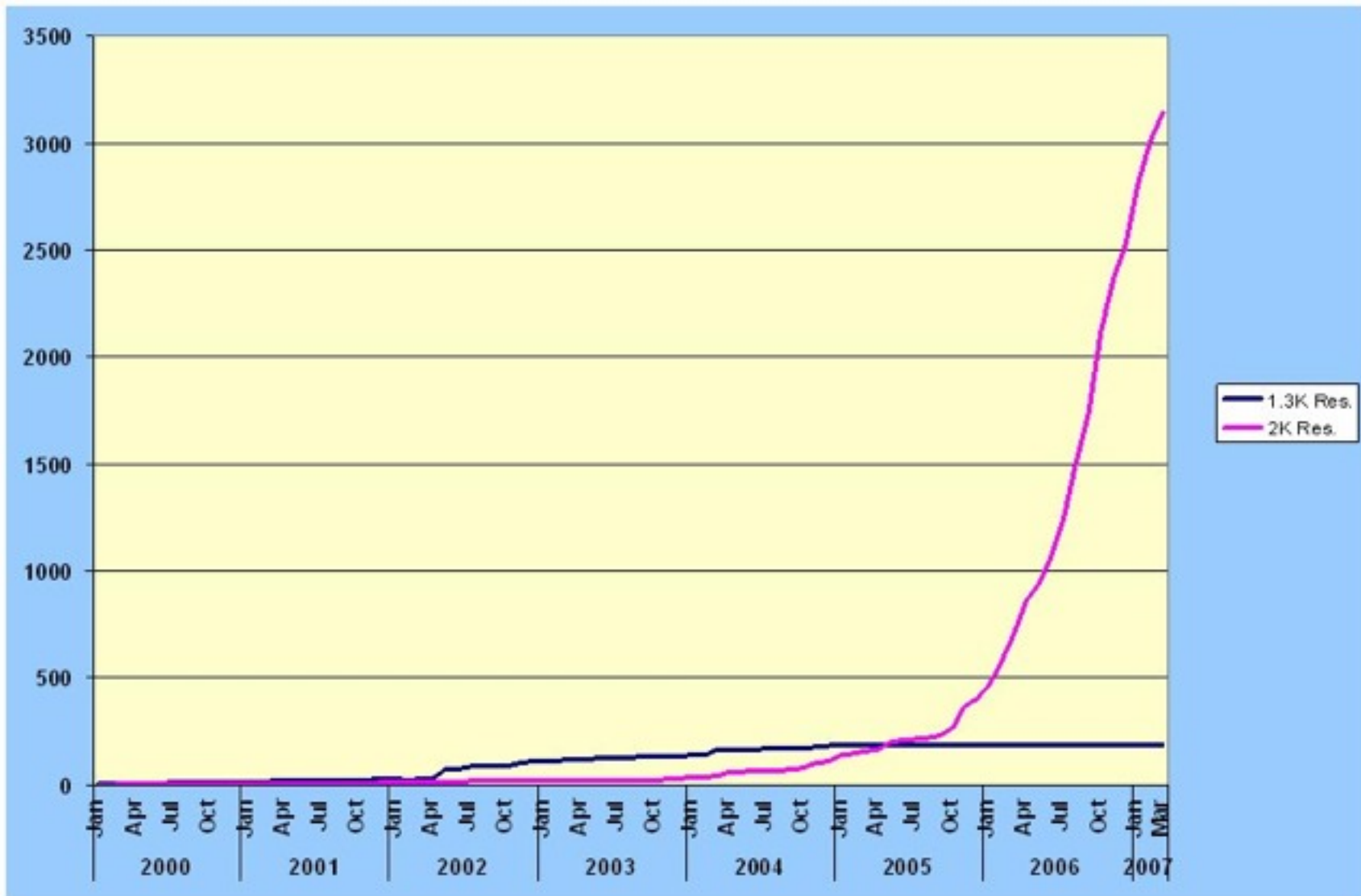
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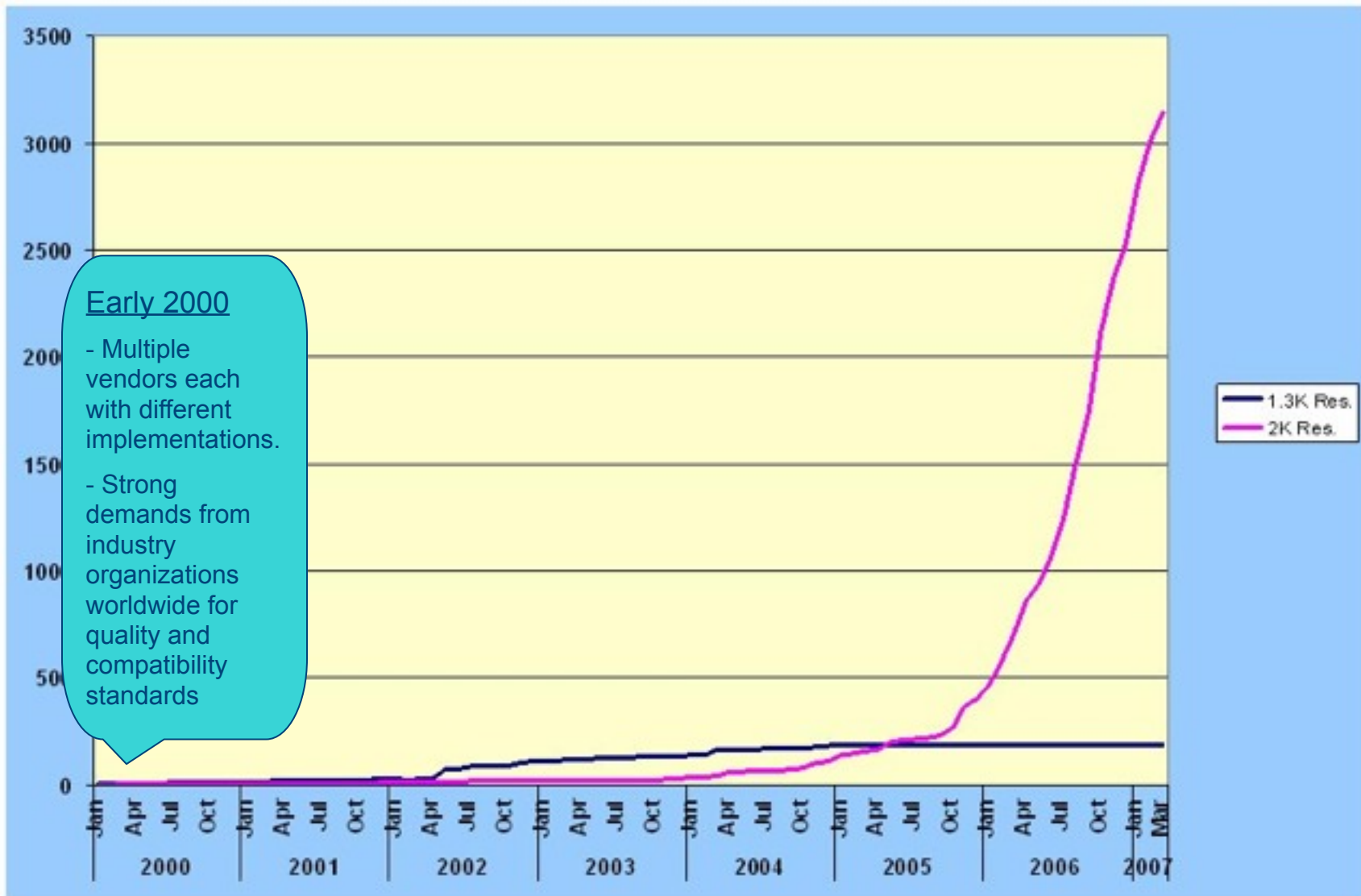
www.DCinemaToday.com



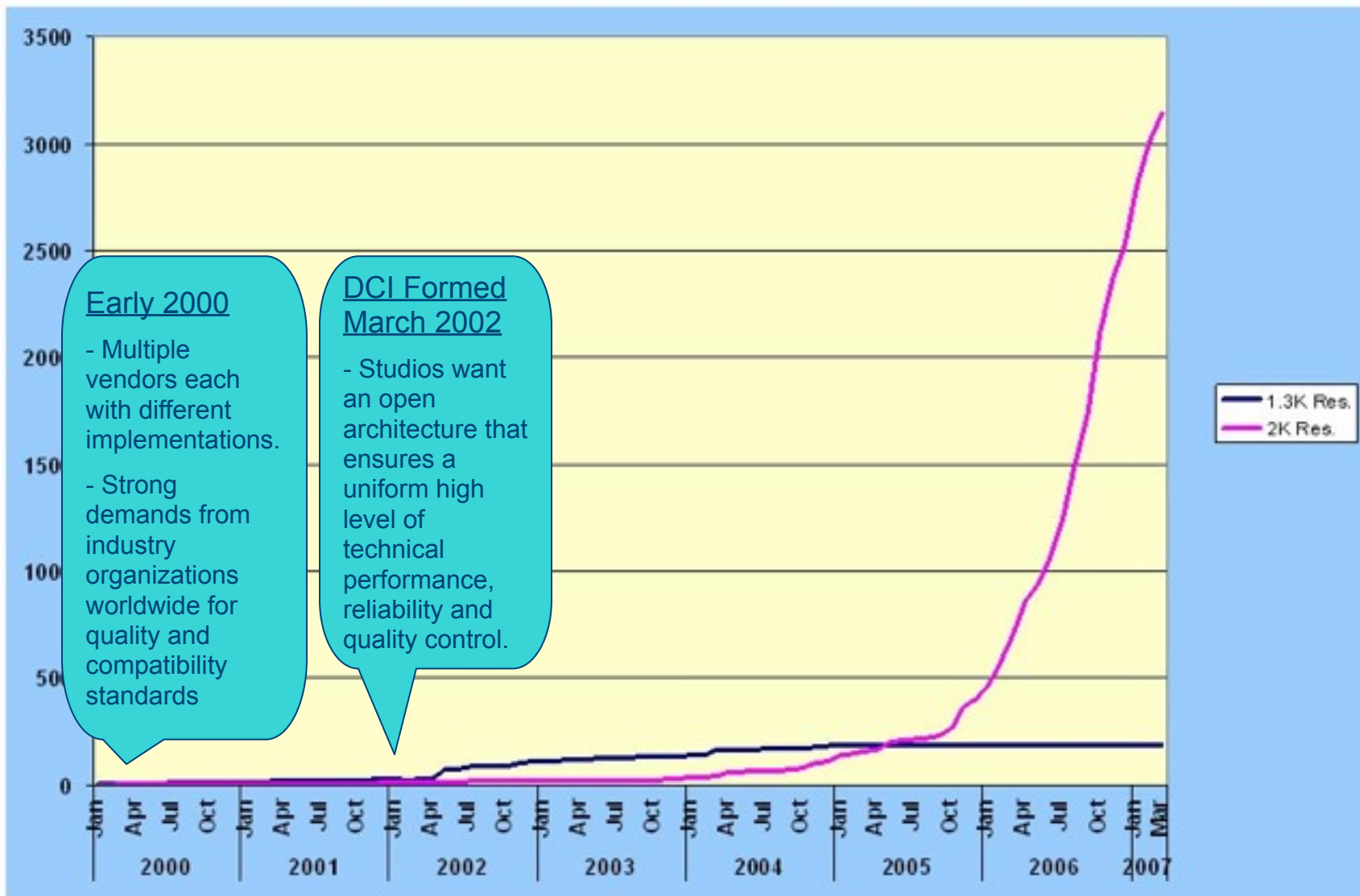
Growth to Mar. 2007



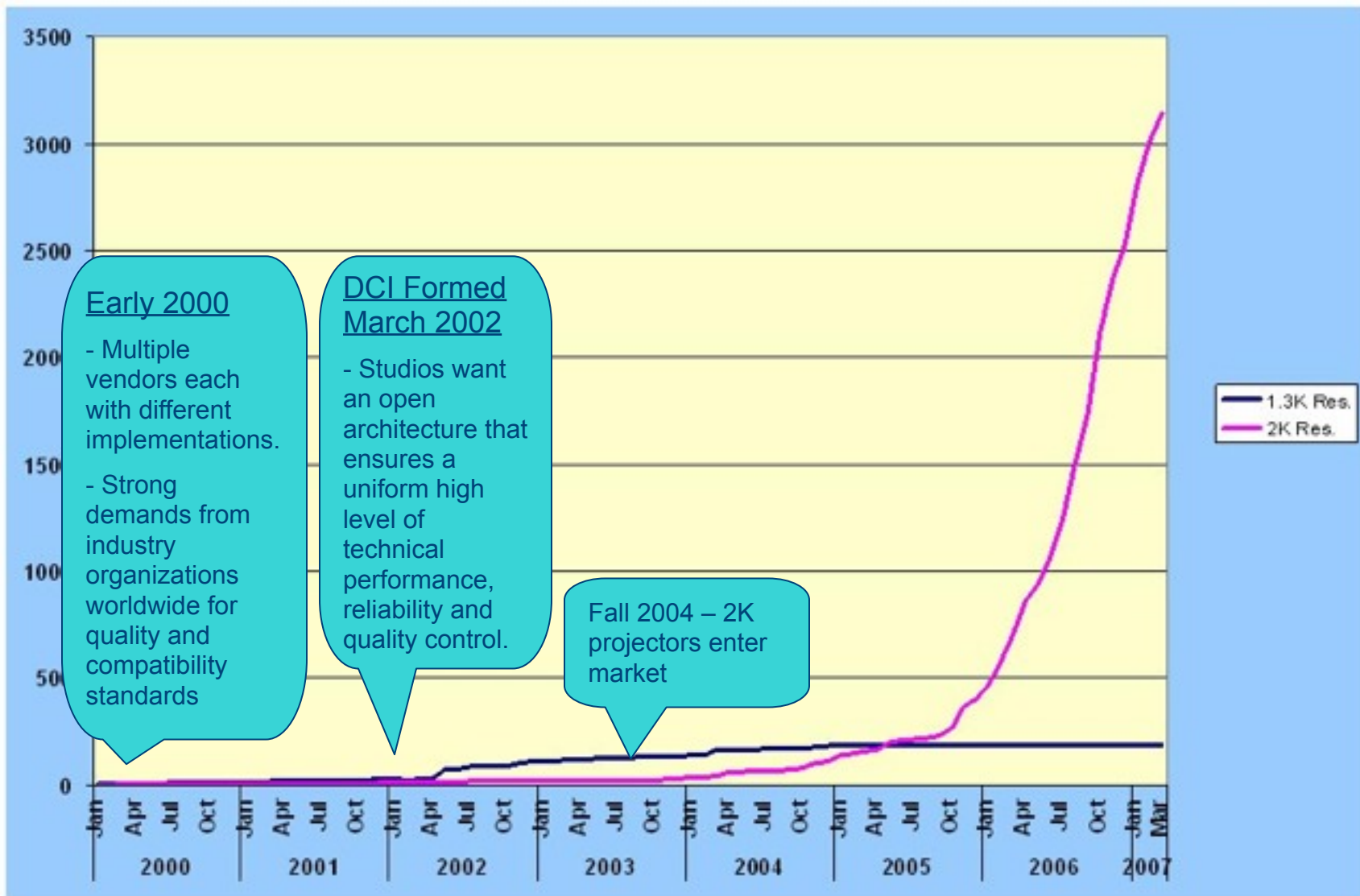
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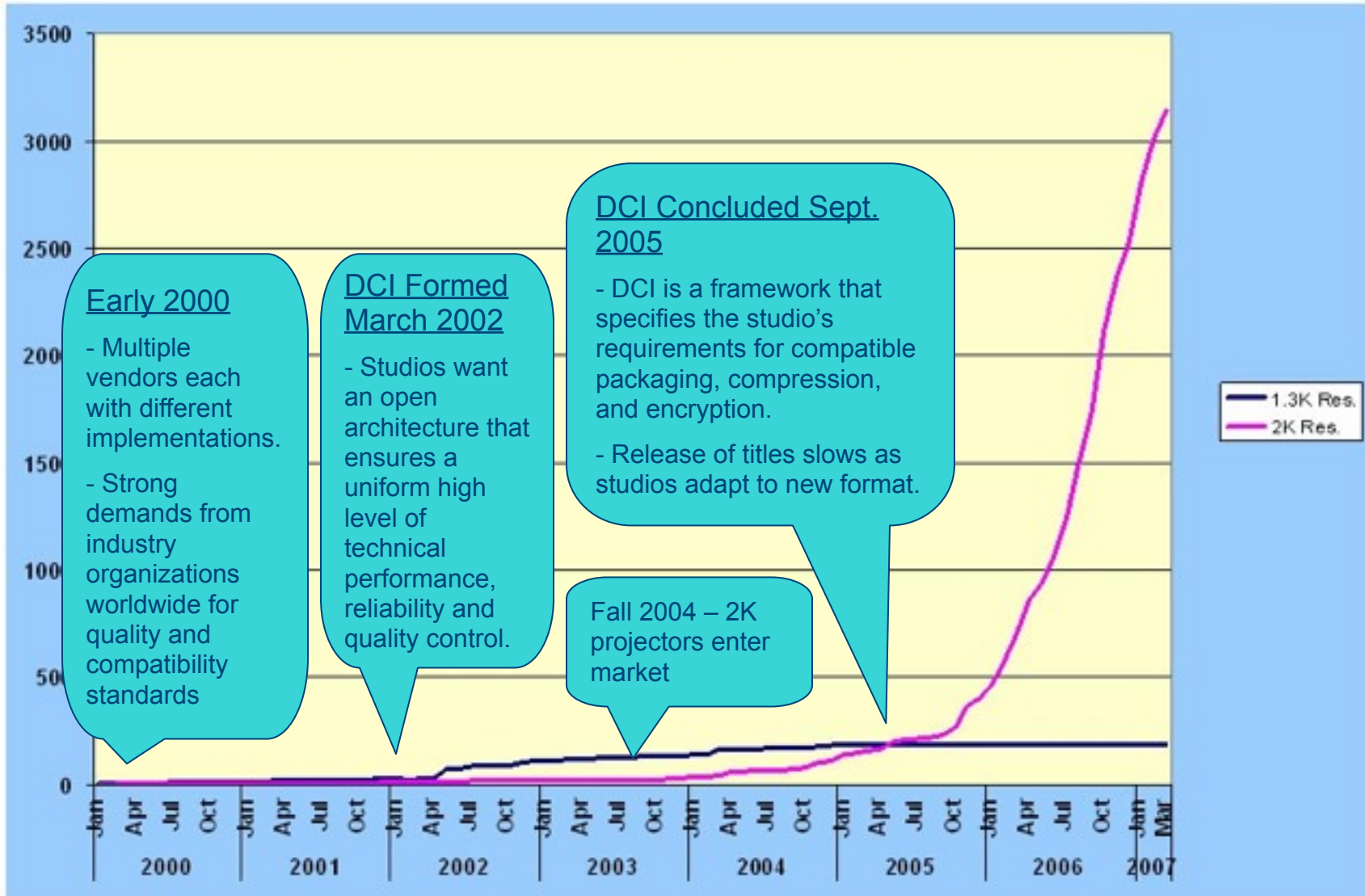
Growth to Mar. 2007



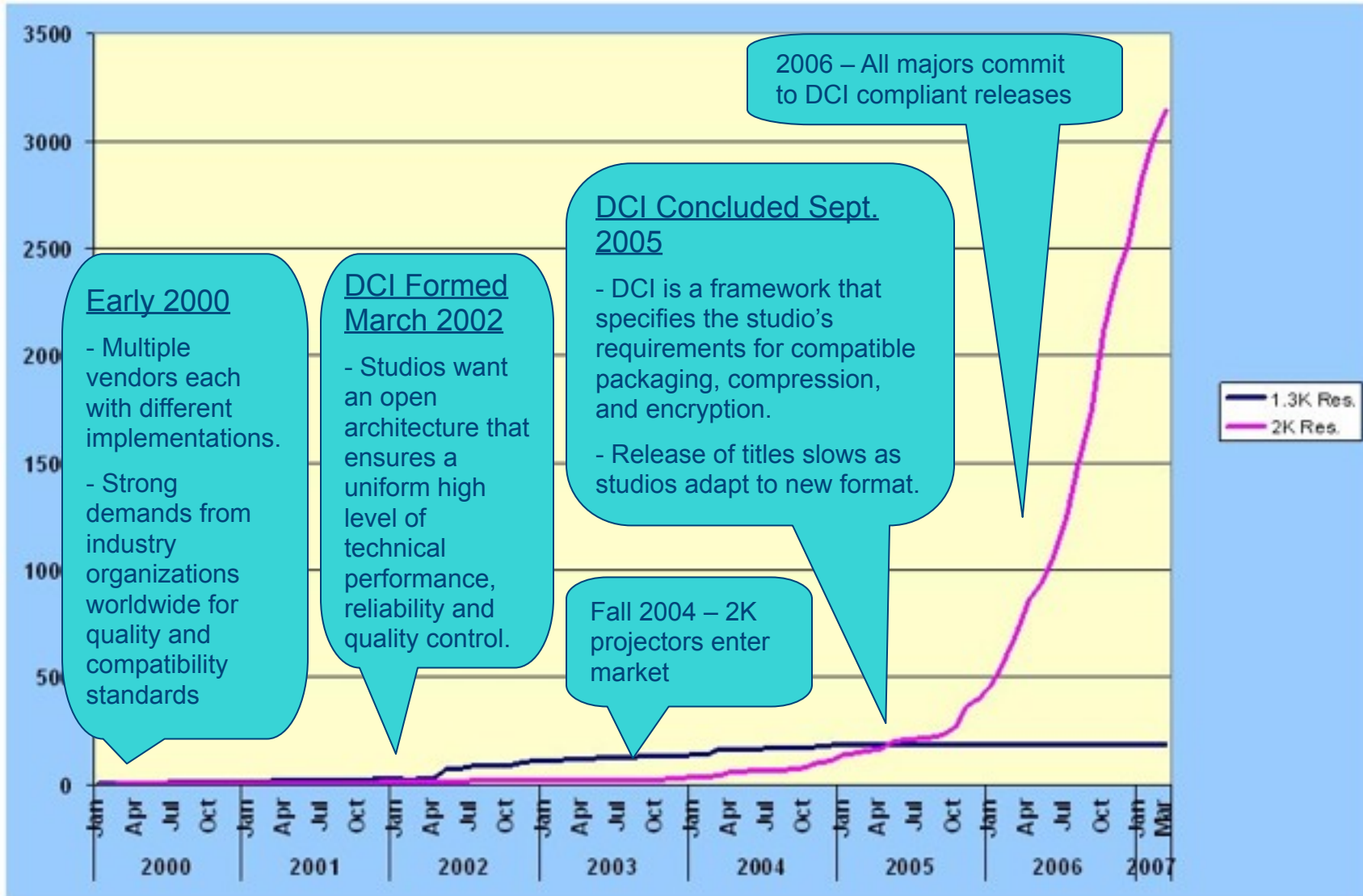
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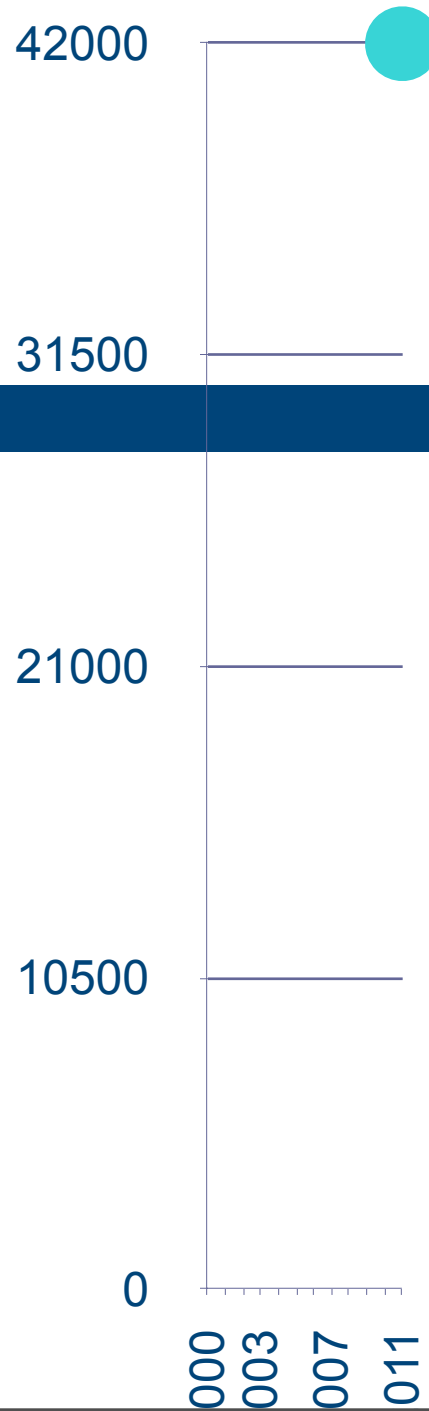
Growth to Mar. 2007



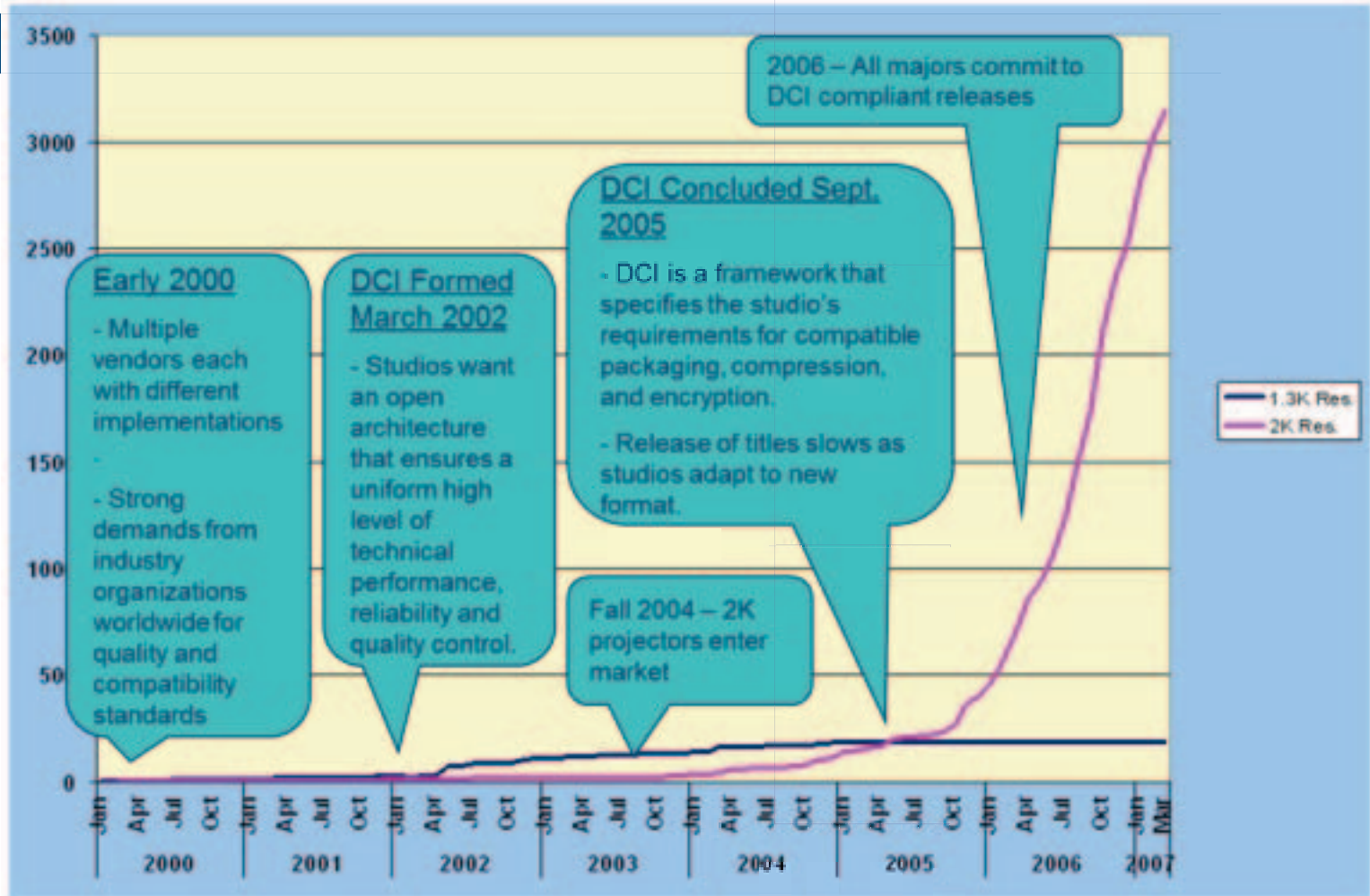
Growth to Mar. 2007



...to Mar. 2011



...to Mar. 2011



42000

31500

2006 – All majors commit to DCI compliant releases

DCI Concluded Sept. 2005
 - DCI is a framework that specifies the studio's requirements for compatible packaging, compression, and encryption.
 - Release of titles slows as studios adapt to new format.

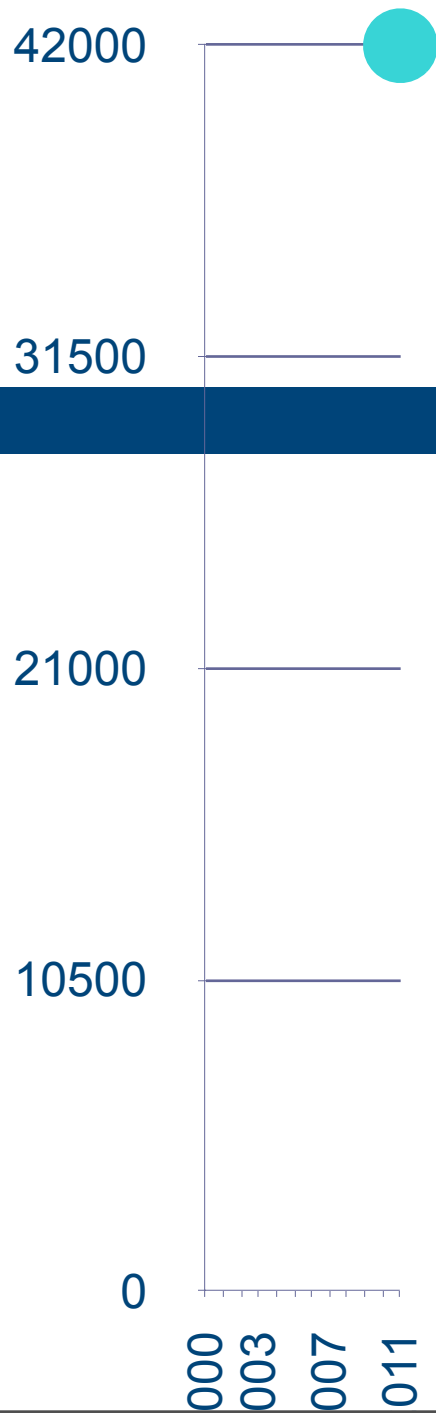
Fall 2004 – 2K projectors enter market

Early 2000
 - Multiple vendors each with different implementations
 - Strong demands from industry organizations worldwide for quality and compatibility standards

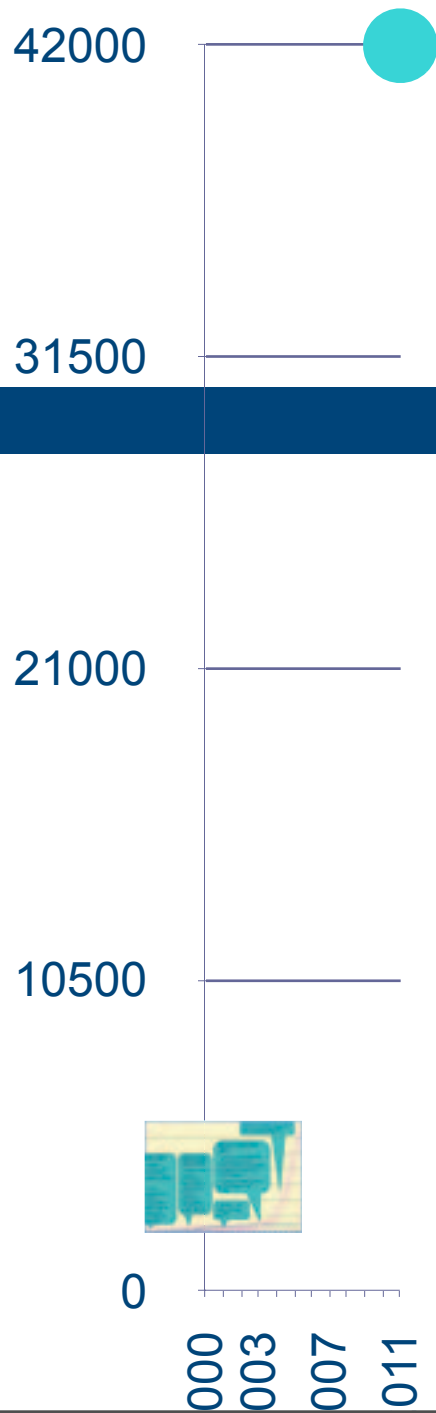
DCI Formed March 2002
 - Studios want an open architecture that ensures a uniform high level of technical performance, reliability and quality control.

— 1.3K Res.
 — 2K Res.

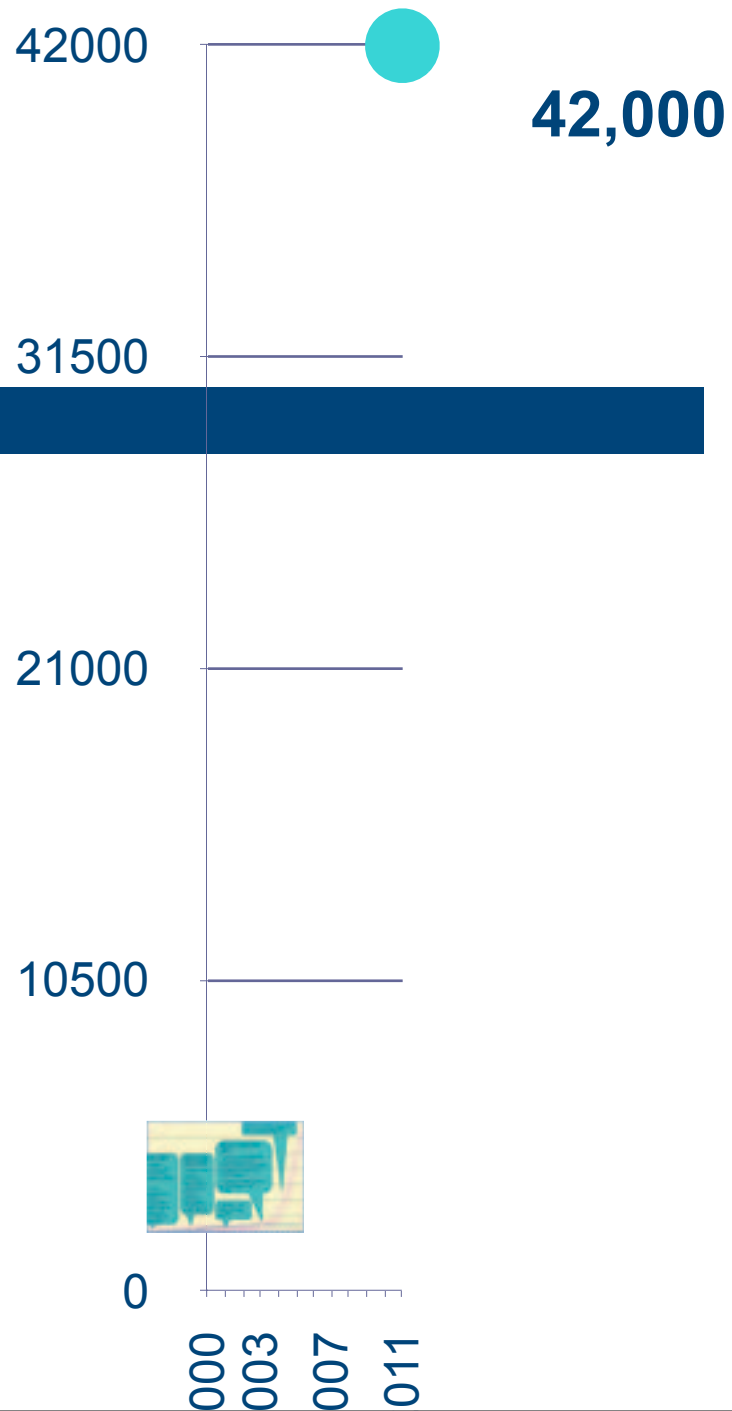
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- The 20/80 rule: count vs. dollars
 - ~80-90% of revenue already comes from digital screens

Beyond 2012 ...



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- Technology cycles vs. business cycles
 - Technology cycles becoming shorter



Thank You!

billmead@dcinematoday.com

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P.O. Box 66041, Los Angeles CA, 90066 • Phone/Fax: (310) 397-1014
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