

## **MODERN CINEMA**

**TUESDAY 21 JULY ■ 2:00PM – 4:00PM, CONFERENCE ROOM I**

Title: **PANEL: 'E' Before 'D'**

Moderator: **Dominic Case**

Panel: **Peter Castaldi - The PaCK Distribution**  
**Mark Sarfaty - CEO, ICAA (Independent Cinemas Association of Australia)**  
**John Stokes - Skytech Systems**  
**Anthos Simon - General Manager, Creative Services, Deluxe Australia**  
**Adam Wrightson - IT Director, Val Morgan Cinema Network**

### **Abstract**

D-Cinema versus E-Cinema; The business case or which comes first or can they co-exist?

It's been nearly a decade since digital cinema looked as though it could be a reality. But only now, after many false starts, it seems as though it is finally getting established. But although well over ten per cent of American screens have digital systems that are fully compliant with the studios' DCI standards of 2K or above, the majority of Australian cinemas that have taken the digital plunge have installed much cheaper, but lower resolution systems, with different compression systems, that are not accepted by US distributors. Many regional cinema owners argue that this e-cinema makes more financial sense than the studio-endorsed D-cinema and gives them access to a wider range of screen material.

So, which is the way forward for Australian cinemas? Will e-cinema help the independent distributors, or is it a dead-end technology? Is there a middle ground? Is D-cinema really the ultimate, or are there more developments in the pipeline? And where does 3D fit into the picture?

A panel including leading suppliers, distributors, exhibitors, and the people who make the product, will examine the latest state of play in this long-running battle of the formats.