

# Digital Cinema Update

Independent News For Independent Cinema Owners

## CinemaCon 2011



### Points Of Interest

- **Barco** 4K projectors on display at CinemaCon 2011
- **Dolby** 4K Media Block and new servers released at CinemaCon 2011
- **Penthouse** Wellington was the first NZ site to convert to a full Digital Cinema last December.
- **Regent** Te Awamutu installs second Dolby 3D Digital Cinema system.
- **Dolby celebrates 40 years** pioneering the cinema industry and make it quite clear they are committed for the next 40 year as well.
- **Dolby Kids 3D glasses** available in multi colours.
- **Master Image** 3D glasses compatible with RealD.
- **DepthQ** debuted at CinemaCon with a Z screen 3D system. No licensing, targeting the RealD market as contracts expire.
- **Independent** VPF still in dispute with litigation between OmniLab and DCN in Australia.
- **Harkness** introduces the new Perlux Digital screen 30% whiter than standard Perlux screens.

### Caesars Palace, Las Vegas

The first CinemaCon convention held last week at Caesars Palace kicked off with the acknowledgment that international box office amounts to 65% of global sales and is continuing to grow.

On the technology side the introduction of 4K projectors was trumped by James Cameron's demonstration of high frame rate 2D and 3D content at 2K resolution. The legacy frame rate of 24 frames per seconds used in film and digital capture and projection is holding back the creative world of movie making. The demonstration showed the difference between what we see now and the amazing difference with 48 frame and 60 frame formats in both 2D and 3D. The result dramatically improves the sharpness depth and

eliminates motion artifacts commonly seen in pan or zoom shots.

The quality on screen at these frame rates with 2K projectors undermined the hype of 4K. The 2K format remains the majority of the converted cinema market and is set to impress beyond what we see on screen today.

Peter Jackson and George Lucas among others are behind the move to a new frame rates in cinemas.

**“We are at the beginning of the Digital Evolution” says Lucas**



**Congratulations Dolby on 40 years of cinema Innovation.**



The first film released in December 1971 with Dolby A type noise reduction used on all premixes and masters was “Clock Work Orange” with many milestones to Dolby's credit including “Dolby Stereo”, “Dolby Stereo SR”, “Dolby Digital” “surround EX” “7.1” and the recipient of many

technical achievement awards, a true pillar in the Cinema industry and one of the top technology brands recognized worldwide. Dolby also has embraced digital cinema with a new division focused on Image. They will strive for industry standards and milestones as they have with sound.

**Dolby** announced their New 4K media block and DSS200 4K server. Also introducing their new imaging division dedicated to image mastering, content playback and setting the standards for Digital Cinema. The existing DSS200 server will be 4K compatible.



**Future 3D** using active glasses on white screen is the most economical choice for smaller cinemas.



**Barco DP4K-32B 4K** Digital Cinema projector launched at CinemaCon with various demos planned around the globe.

**Barco** Demonstrates 3D sound at CinemaCon a new sound experience that explores the use of multi channels to add a new dimension to sound in cinemas

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- **GDC** introduce the SX2000 sever now capable of instant playback from CRU drives.
- **OSRAM** announce NEC digital projector lamps now available.
- **Digitall** offers DCP player for checking trailers and adverts on a PC before ingesting to servers.
- **USL RTM-100** Remote theatre manager controls you digital cinema from your iPad.
- **QSC Audio** new 2011 catalogue out now.
- **AVE** is the accredited installers of Barco and Christie projectors in NZ.

The newly rebuilt Roxy cinema in Miramar, Wellington is due to open its doors to amaze movie goers with a cinema experience that sets a new bar. With a design in keeping with it cinemas heritage the attention to detail is like no other. AVE is extremely proud to be associated with this project providing the turn key Digital cinemas with the first TMS from Dvidea.

The Equipment line-up selected for excellence includes Barco DP2K-32B projectors in both cinemas fitted with Dolby 3D, Dolby DSS200-3 servers with 3TB storage, CineX21 E-cinema Servers, Dolby Sound Processors and QSC 3 way speaker systems and power amps. The main cinema includes legacy 35mm film projection with Kinoton projection equipment. Both cinemas are setup with conference functionality. Remember water fall curtains? Well its all at the Roxy a must see cinema.

## Roxy Cinema in Wellington



### New Beginnings at the Roxy

### Roxy's History

The Capital Theatre in Miramar was purpose built in 1928 to screen silent films. In 1932 the cinema was converted to screen 'talkies' making it the last theatre in Wellington to do so. The cinema operated throughout the 30s through to the early 60s, with the last film being screened in 1964. The building was then converted to the Capital Court, a shopping mall with a variety of small businesses operating.

Today it has a new beginning that is set to impress for many years to come.



### REMOTE THEATER MANAGER RTM-100

Handheld Control of Digital Cinema Equipment such as digital audio processors, projectors, media and automation systems. (1st Qu 2011).

### NZMPIC conference is next week!!

AVE will have a representative from Dolby attending the conference so if you would like to meet and discuss your cinemas needs please e-mail us or call 021 909878 to arrange meeting or simply tackle us at the conference. It wouldn't be a show with out show specials. "Bundled DCI Packages" available for April '11 see us at the show.

*"It takes a Showman to put on a real cinema going experience."*

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