



the cinema exhibitors'  
association limited

presents

# 3D SYSTEMS

## Explained and demonstrated

The technology | The costs | The in-cinema experience

Tuesday, 23rd February 2010, Apollo Cinema Piccadilly Circus, London



Sponsors



Unbiased information from installers and users\* | Open to all exhibitors and non-exhibitors

# 3D SYSTEMS

Explained and demonstrated\*

## Programme

### Why attend?

This is a unique, once only opportunity to compare all the cinema 3D systems that currently exist.

The business experienced by recent 3D films indicates that all exhibitors need to seriously consider the installation of 3D in their cinemas.

This conference is designed to give you the information you need to make a decision, whether now or in the future, and an unrivalled opportunity to question both technical experts and existing users.

### Highlights

- 5 different systems - how they work explained by experts
- The key differences in costs
- Demonstrations of two digital systems and the Technicolor 35mm system
- Exhibitor experiences of all four digital systems
- Ask the Panel - your opportunity to ask questions

### Expert speakers include

- **Max Bell of Bell Theatre Services**
- **Peter Hall of Future Projections**
- **Tom Cotton of Technicolor**
- **Richard Phillips of Arts Alliance Media**
- **Graham Lodge of Sound Associates**
- **David Pope, Cinema Consultant**

### 10.00 Registration and Coffee

### 11.00 Welcome and Introduction

Phill Clapp, Chief Executive, Cinema Exhibitors' Association

### 11.05 Chairman

Anthony Williams, Specialist Cinema Consultant

### 11.10 Real D

- The motorised filter
- The silver screen
- Studio glasses
- Affordability

Richard Phillips, Vice President, Engineering, Arts Alliance Media

### 11.30 Demonstration of the Real D system

### 11.40 Dolby 3D

- The screen and passive glasses
- Speed of format changes
- Installation times
- Live 3D broadcasts
- Affordability

Max Bell, Managing Director, Bell Theatre Services

### 12.00 Master Image 3D

- Retrofit
- Light efficiency
- Disposable glasses
- Affordability

David Pope, Cinema Consultant

### 12.20 Demonstrations of Dolby 3D digital system

### 12.35 Lunch

### 13.40 XpanD 3D (formerly Nu-Vision)

- The white screen
- The infrared transmitter
- The active glasses
- Affordability

Peter Hall, Managing Director, Future Projections

### 14.00 Technicolor 3D

- 35 mm projection
- Latest lens and film printing technology
- Availability
- Affordability

Tom Cotton, VP International Business Development, Technicolor

### 14.20 Demonstration of Technicolor film system

### 14.30 Cinema practicalities

- Handling the glasses
- Glass hygiene, damage and theft
- Staffing and other operational issues
- The payback

David Williams, Managing Director WTW Cinemas; Peter Hoare, Managing Director Scott Cinemas; Gerald Parkes, Managing Director Parkway Entertainment and Andrew Poole, Director Pavilion Galashiels

### 15.10 Ask the Panel

Chairman - Steve Perrin, Chief Executive, UK Digital Funding Group

Your opportunity to question all the speakers plus Graham Lodge of Sound Associates about the different systems, installation issues and their use

### 15.45 Review of day and closing remarks

### 16.00 Conference ends

Published programme subject to change

### Who should attend

- Independent cinema owners, operators and managers
- Specialist cinemas and arts venues
- Film bookers
- Film festival organisers
- Film societies
- Local authority arts officers
- Consultants



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**The UK Digital Funding Group (UKDFG) - established in Autumn 2009 - is working to negotiate financial support for small and medium-sized UK cinema operators to convert to digital cinema technology.**

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**The conference developed and organised by The Anthony Williams Consultancy**

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**Please note that the none of the digital system presenters are endorsing or recommending the system they are presenting. They are collectively providing objective information to help you understand the implications of 3D cinema.**

### 3D SYSTEMS: EXPLAINED AND DEMONSTRATED CONFERENCE

#### 3 WAYS TO BOOK

Please complete one registration form for each delegate

1. Pay by BACS - please call the Cinema Exhibitors' Association on **020 7734 9551** or email [info@cinemauk.org.uk](mailto:info@cinemauk.org.uk)
2. Fax the completed booking form to: **020 7734 6147**
3. Post the booking form with payment to: **Cinema Exhibitors' Association, 22 Golden Square London W1F 9JW**

#### PLEASE COMPLETE CLEARLY IN BLOCK CAPITALS

#### PERSONAL DETAILS

Title (Mr/Mrs/Dr/Other – Please specify) \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_

Department \_\_\_\_\_

Organisation \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Special or dietary requirements/access needs \_\_\_\_\_  
\_\_\_\_\_

#### PRICE INFORMATION

The fee is inclusive of refreshments and a hot, fork lunch

**UK Digital Funding Group & CEA Members**  
**£60 + VAT = £70.50**

**Standard Rate**  
For independent exhibitors and other delegates  
**£75 + VAT = £88.13**

**Please tick if you are a CEA member**

#### PAYMENT DETAILS

**All fees are payable in advance of the event.**

Payment can be made by cheque or BACS transfer.

Cheques should be made payable to Cinema Exhibitors' Association Ltd.

**Payment terms are strictly 7 days.**

I enclose cheque no. \_\_\_\_\_ for £ \_\_\_\_\_

I would like to pay by BACS - please call CEA or email [info@cinemauk.org.uk](mailto:info@cinemauk.org.uk)

Please invoice quoting order reference no. \_\_\_\_\_  
(NB Purchase orders **MUST** be provided before we can process bookings, if you are unable to provide us with a Purchase Order number please provide a reference for your invoice)

#### ADMINISTRATIVE DETAILS

Cinema Exhibitors' Association  
22 Golden Square London W1F 9JW  
Tel: 020 7734 9551 Fax: 020 7734 6147  
Email: [info@cinemauk.org.uk](mailto:info@cinemauk.org.uk) [www.cinemauk.org.uk](http://www.cinemauk.org.uk)

#### Date and Venue

Tuesday 23rd February 2010  
Apollo Cinema, Piccadilly Circus, London

#### Confirmation

You will receive a receipted VAT invoice. If your booking has not been acknowledged 7 days prior to the event please contact us to confirm your booking has been received on **020 7734 9551**.

#### Location & Travel

The Apollo Cinemas, which are fully disabled accessible, are in Lower Regent Street, approximately one minute walk from Piccadilly Circus. Piccadilly Circus Underground station is served by the Piccadilly and Bakerloo lines and numerous bus services serve the area. For information on public transport please call 0843 222 1234

#### Cancellation

If for any reason you are unable to attend, cancellations received in writing by **16/02/10** will receive a refund less an administrative charge of £50 + VAT. There will be no refunds for cancellations made after this date. Substitutions can be made at any time at no further cost.

#### Data Protection Act

The data you provide will be held on a database in accordance with the Data Protection Act (1998). Your details may be passed to other companies who wish to contact you for marketing and communication purposes. If you do not wish your information to be passed on, please write to the Database Manager at CEA Ltd at the above address.