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Programme

Conference 2019
5 & 6 March



New horizons for the big screen experience

TECH: New horizons for the big screen experience

5 & 6 March 2019

Vue Westfield, White City, London

#ukcacon19



in partnership with



Day One – Tuesday 5 March / Morning sessions

10.15 Registration and refreshments

11.00 Cinema sizzle

11.10 Keynote address

11.25 Cinema technology – the current landscape

The decade since digitisation has seen an explosion in the application of new technologies to all aspects of the cinema-going experience. This session looks at the extent to which different technologies have been adopted by the UK cinema market.

11.45 Cinema technology and the audience

Meeting the changing needs and tastes of the cinema-going public remains key to the future of the big screen experience. Yet comparatively little is known about audience attitudes towards technology. At a time when increasing fragmentation of the cinema offer makes clear and consistent communication with audiences challenging, this session will look at the extent to which technology influences the public in deciding where, when and how to watch movies.

12.15 Coffee break

12.45 Premium experiences

A key strand of the changing cinema offer in recent years has been the development of a range of 'premium experiences', each supported by different immersive technologies. Taking an upcoming Cinema Technology Community (CTC) report as its foundation, this session will explain what these experiences are, how they work and the challenges and opportunities they present and what evidence there is for audience demand.

13.30 Networking lunch

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Day One – Tuesday 5 March / Afternoon sessions

14.30 Spotlight session

14.45 Laser illumination

There is increasing interest in (and take-up of) laser illumination by cinema operators of all shapes and sizes. Taking the European Digital Cinema Forum's (EDCF) 'Buyer's Guide to Laser Projection' as its foundation, this session will explain the different technologies on offer and share experience of the challenges and opportunities they present.

15.30 Spotlight session

15.45 Coffee break

16.15 The funding challenge

With cinema operators facing an ever-increasing range of possible areas for technological investment, the questions of 'what', 'why' and in particular 'how' are never far away. This session will look at the options to support further investment now on offer from both within and outside of the sector.

17.00 In the pub with...

This informal session will encourage a panel of film and cinema professionals from across the sector to offer their unfiltered views on key developments in cinema technology and what they might mean for the cinema audience.

17.45 Closing remarks

18.00 Networking drinks

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Day Two – Wednesday 6 March / Morning sessions

09.00 Registration and refreshments

10.00 Cinema sizzle

10.10 Opening address

10.30 Direct View Display

Although still very much in its infancy in terms of engagement with the cinema sector, Direct View Display screens – high brightness and contrast LED screens – are already attracting interest and comment in equal measure. This session will look at what we know about this technology, and its potential contribution to the big screen experience.

11.00 e-ticketing

The adoption of paperless and e-ticketing – common in many other comparable sectors – by the wider UK cinema sector has been comparatively slow. This session will look at the potential such approaches have for smoothing the customer journey as well as accruing valuable customer data.

11.30 Spotlight session

11.45 Coffee break

12.15 Digital signage – revolutionising the customer experience

Well-designed and well-delivered digital signage can add a ‘wow’ factor which transforms the lobby experience for customers. This session will share the experiences of cinema operators and suppliers that have moved away.

12.45 Networking lunch

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Day Two – Wednesday 6 March / Afternoon sessions

13.45 Spotlight session

14.00 Skills for technology

The cinema industry, like many others, faces an ongoing challenge in ensuring that staff have the understanding and skills to manage rapid technological innovation. While each company will have its own tailored approach, support is available. This session will look in particular at how the newly-refreshed sector skills agency ScreenSkills is gearing up to help the cinema industry navigate current and future developments.

14.30 Technology-assisted lobby design

Understanding the way a building performs can have profoundly positive effects on profitability and the experience the cinema-goer receives. This session will show the potential of simulation and modelling technologies available today which can help optimise customer journeys through buildings, helping to understand how to keep customers safe, where best to place signage and how to design concession spaces in order to minimise queues.

15.00 Technology for accessibility

There has in the last few years been a significant growth in the use of assistive technology, making the big screen experience more accessible to disabled cinema-goers. But some key challenges remain; in 2018 the UK Cinema Association launched its Technology Challenge Fund, inviting proposals for viable 'closed caption' solutions for deaf and hard of hearing customers. This session will invite the four short-listed applicants to explain and – where possible – demonstrate their proposals.

15.45 Closing remarks

16.00 Networking drinks

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Venue and contact

About the venue

Vue Westfield Westfield London, Ariel Way, White City, London W12 7GF



Sponsorship opportunities enquiries

To discuss all sponsorship opportunities and any other ideas – please contact Gráinne Peat.

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