

D-Cinema

Possible Futures?

(Client Survey based Report)

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Introduction

One of the hardest areas for companies to assess within the film environment is the likely future for technology used in the present and on-going development of D-Cinema, which is slowly replacing celluloid film as the prime technology of the Motion Picture Industry.

Discussions with members of the client base for this technology shows a varied and unfocused view of the future but with one overriding belief: the future of large screen entertainment is changing and with it the requirements for equipment used in the generation, post-production and distribution and delivery of the entertainment media.

D-Cinema systems look to offer significant improvements to the Motion Picture industry by providing reduce costs, increase revenue streams and improved quality, but not without wholesale changes and challenges.

During recent global travel various industry clients were approached and questioned regarding ideas for D-Cinema related futures. Their comments and ideas are distilled in the following text of this document.

What is D-Cinema?

It is important to understand that D-Cinema is a term used to define a number of various associated aspects of the 'digital film' industry, including acquisition & production, post-production and delivery and screening.

Various alternate terms are used to attempt to define these areas and the whole cradle-to-grave digital film concept, including: Digital Cinema, E-Cinema, D-Cinema, D-Film, etc. The only arena that seems to have an easily definable role, and hence name, is the concept of Digital Intermediate (DI), which is a direct replacement for the chemical processing lab.

For this reason the term D-Cinema is used throughout this report to define all aspects from cradle-to-grave.

Report Aims

This report aims to present a cross-section of views from companies involved in the various aspects of D-Cinema. It is not an attempt to assess the likely impact of the technology associated with D-Cinema. Instead, it reviews the possible business models that will grow and develop as the technology becomes increasingly implemented and the direction that the technology and business may take, irrespective of today's status of the business and technology.

The report's author, Steve Shaw, has performed consultancy roles for companies such as TI – on their latest 2K digital projector technology, Dalsa – on their 4K Origin digital camera, Quantel – on their iQ DI system, Elsacom – on the use of Satellite digital distribution as well as consulting with various digital post-production facilities and film labs worldwide. As a result of this background the information contained within this document is potentially more valid than would otherwise be the case.

This report is concise, doing away with much of the associated historic background information used to pad out reports of this nature, other than where needed to show a concept or view. However, such additional information can be provided on request.

This report is also focused on the Production/Post-Production and delivery stages of the digital film chain. Little is assessed of digital image capture, as this has no real impact on the use of digital technology later in the D-Cinema chain.

This report should also be read in association with the Digital Praxis document 'Digital Intermediate - An Introduction to a realistic DI business model', which defines



more of the technology involved in D-Cinema. A copy can be located at www.digitalpraxis.net.