

Coming to a Cinema Near You

3D, Interactive Film and Gaming –
Unlocking the Digital Cinema paradigm

Wednesday the 5th October 2005

In case you missed our invitation we are pleased to let you know that there are a small number of places still available.

From Production through Post, to Distribution, Advertising and Exhibition, new business and additional revenue opportunities are appearing - don't miss this chance to see what's on offer now and glimpse the possibilities of tomorrow.

Exploit the added value of combining the High Definition images using a 2K digital projector on a large screen with the latest ideas in providing new experiences for your audience.

We hope you can join us from **12.00 noon on Wednesday the 5th October 2005** at **The Princess Anne Theatre, BAFTA, London W1**. For directions please visit www.195piccadilly.co.uk

Belgian beer and nibbles will be provided afterwards to give you an excellent opportunity to meet the speakers and discuss the issues raised.

An overview of the afternoon's activities will be found below.

Agenda

12.00 **Registration** in the David Lean Room, BAFTA
(Tea, Coffee and biscuits will be available)

13.00 **Introduction** by Dr Charles Sandbank (Chairman of the UK DTI
D-Cinema committee)

Filmserve

Presentation by Geoff Lowe (Chairman) and Andrew Day (Managing Director) of their interactive system Avalon. Overview of the technology and commercial opportunities. Live demonstrations of interactive

advertising and film/game formats using mobile wireless devices.

Electronic Arts

Presentation by Sanjay Mistry (Head of Worldwide Graphics training). Existing games and platforms .The impact of new high definition technologies. Practical issues of licensing and large audience interactivity.

Sony

Katie Ellwood (?). Bringing High Definition production standards to the gaming console. Creative opportunities for gamers and film makers alike on the new PS3

QuVIS

Presentation by Jim Graham (VP Sales & Marketing). Overview of current 3D technologies for acquisition, post and exhibition. Digital 3D film demonstrations of both stereoscopic and dimensionalised content

Q & A – All speakers. Moderator Rod Wheeler (Barco Digital Cinema)

15.45 **Belgian Beer and light refreshments**
available in David Lean Room

17.00 **Finish**