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Digital Cinema Management

Nine years of global leadership in the digital cinema industry marketing and selling digital cinema systems, managing channel and customer relationships, executing installations, conversions, upgrades and updates, customer support, training, project management, design and implementation, sales support, special projects and events, and more.

As the lead for QuVIS's international team, my responsibilities were quite broad. Pre-sale onsite demonstrations, identifying and documenting customer requirements, integration and installation planning and installation, implementing subsequent hardware and software updates and upgrades, training development and delivery, on-site service and support as required.

Some digital projects of note*

- Represented QuVIS with Arts Alliance Media to the United Kingdom Film Council Digital Cinema Network, the first large network (240 systems) in the industry. (QuVIS's largest sale as well, although subsequent to my departure, the agreement between QuVIS and Arts Alliance Media was terminated)
- Liaison with Barco product management (Belgium) to develop and test embedded CPL lamp and shutter commands for the Korean film studio/distributor DongYoung/MegaBox
- Conducted many of the domestic and all of the international 3D and 4K demonstrations as those technologies emerged.
- Liaison with Sony Large Venue Projector Development Group, Atsugi Japan, to define and validate 4K-projector image interface.
- Installed and later upgraded most of the TJOY dcinema locations in Japan
- IBC and or Cinema Expo special events crew – 2001-2007
- Implementation support for the first demonstrations of DCI's StEM content in Japan, IBC's DCinema Summit, SMPTE annual conference, Naples Italy.

Subsequent to the floundering of QuVIS, Inc., I've been engaged as a dcinema consultant to some other companies in the industry, Pathfire, Inc., QubeCinema, and Digital Attractions. Non-disclosure agreements prohibit me from detailing those activities although those engagements have ended or are nearly complete.

Over the past 9 years. I've developed relationships within many of the major manufacturers in the industry including QSC Audio, Barco digital cinema projection, ChristieDigital, NEC, Sony digital cinema projection, RealD, QubeCinema, Doremi, Dolby DCinema, Texas Instruments, THX, and others. Likewise, I am more than familiar with various integrated sub-systems, which can comprise a dcinema or postproduction solution.

Prior to joining QuVIS, I was a **Conferencing Product Manager** for **Norstan Communications**, Phoenix, AZ, I helped launch the Collaborative Communications business unit's growth to achieve about \$35 million annual revenue. As one of 4 core team members, I had the primary responsibility for training company engineers, installation and support technicians, and end-users on the network-based conferencing solutions offered by the company. Of necessity, I was frequently a member of the installation teams for projects across the US and Canada.

Sales skills, technical and support experience, and engineering skills were integral to my contributions at **Sony, Norstan, QuVIS, Covid**, and elsewhere. I was involved with the launch of several new Sony product lines, cameras, VTRs, and data display, while rebuilding my newly assigned sales territory. At Covid, I was primarily responsible for the success of all products, serving as **both product and sales manager**. For **QuVIS**, I was the primary representative of the company outside of the United States. I managed all critical global demos, special events and

delivered product rollouts to **Asia** and the **European Union**. I was instrumental in developing the relationship and solution, resulting in award of the company's largest sales contract, > \$6 million.

***Of Special Note**

- Fiscal year 2000 Recipient of Norstan's "**Performance Leader of the Year**" award. An award presented to the **one** employee who personifies the Board of Director's vision of a company role model.
- **Three-time winner** of Norstan **President's Club Award** for exceptional sales performance.
- Recipient of **Sony's Samurai Award** for exceptional sales performance, and **Sony District Sales Manager of the Year**, 1986, for leading the division's sales.
- The International sales group of QuVIS lead the company in sales and revenue is 17 of the 25 fiscal quarters during my tenure.

Employment History

- DCinema Industry Consultant 2006 – present
- Director, International Products, QuVIS Inc. Topeka, KS. 2000 – 2006
- Conferencing Product Manager, Norstan Communications, Phoenix, AZ 1991– 2000
- National Sales Manager, Covid Inc. Tempe, AZ. 1990 1991
- Sales Support Engineer, District Sales Manager, Regional Technical Supervisor - Sony Communications Products Co. 1984 – 1990
- Western Regional Service Manager, Siboney Communications, Phoenix, AZ. 1980 – 1984
- Service Manager, Audio Graphics Systems, Phoenix, AZ. 1978 - 1980
- Audio Visual Technician, Tempe AZ School District. 1974 – 1978

Education

- Bachelor of Science Program, Mass Communications, Arizona State University
- FCC First Class License Program, Arizona Technical Institute

Aggregate Proficiencies:

Microsoft and Linux Operating Systems
Microsoft and Sun OpenOffice Application Suites
2D, 3D, and 4K DCinema Mastering and presentation applications
CineCanvas and CineLink
SW based upgrades to Barco, ChristieDigital, and NEC dcinema projectors
Secure Multimedia and SW distribution

Gant-based Project Management applications
DCI-based SW Security processes and applications
Adobe Photoshop, Visio, other CAD, drawing, and imaging applications
Audacity and other SW-based audio mixing and mastering applications

***Of Additional Note -**

- Project manager for "**La Biennali di Venezia 2006**", mastering more than 30 digital film titles on-site, and managing more 130 screenings in 2 weeks, including "Still Life", the 2006 Golden Lion Award Winner. This project included a day long 3D seminar for Italy's chapter of SMPTE
- First 3D demonstration to IBC's Digital Cinema Summit, Amsterdam, 2005
- Installation Project Manager for Phase One deployment of Digital Cinema, People's Republic of China, United Kingdom Film Council DCN. Served as on-site integration liaison to Arts Alliance Media during integration testing and again during successful proof of concept trials, resulting in award of contract.
- Presenter at **CILECT D-Cinema Workshop 2**, National Film Theater, British Film Institute, June 2006
- Presenter at "**Giornate Professionali**" International Cinema Festival, Sorrento – Italy, July, 2006 and "**L'Aquila Film Festival**", November, 2005, the first screening of 3D digital content in Italy.

- Implemented many of the domestic and all of the international digital 3D and digital 4K demonstrations for QuVIS
 - First digital 3D demo in China, Beijing Digital Cinema Summit 2005
 - 3D demonstrations to Weta Digital, Wellington NZ, (Peter Jackson, CEO) resulting in the sale of 3D mastering and playback equipment to the company.
 - First digital 3D and digital 4K demos in Korea, Daegu and Seoul, S. Korea
 - First digital 4K demo in the EU, Trondheim, Norway;
 - Several European and Asian digital World Premier screenings including Star Wars Episode 1, Pirates of the Caribbean, Toy Story 2, and more.

Excellent reference available upon request