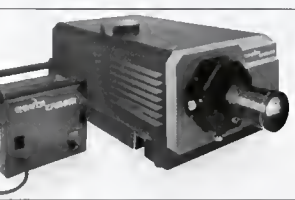# ShowEast 2004 New Products Guide

PROJECTION

At ShowEast **NEC Solutions America** will unveil a comprehensive line of **digital products**, encompassing both cinema and advertising systems, including the first digital cinema operating system that allows theatre managers to monitor and control an entire multiplex of digital cinema projectors from a single computer screen. File transfer rates from screen to screen are extremely fast due to fiber channel connectivity, and system reliability is achieved with fully redundant server capabilities. Visit **Suite Q**; call 818-557-2500; or log on to www.necsam.com/ media. (Also see **Tech Talk**, page 104.)

Kodak introduces the **Kodak Digital Cinema Solution for Feature Presentations**. A major step forward in the digital projection of movies, Kodak's Digital Cinema Solution is built around a unique CineServer designed and developed with the company's imaging science. It is driven by Kodak software and includes a full range of the company's services, providing everything customers need to "go digital." Kodak is now taking orders for the Kodak Digital Cinema Solution for Feature Presentations. Visit **Booth 100 and Suite N**; call Drena Rogers at 323-468-4460; or log on to www.kodak.com.

Featuring a unique, split-head design, the **Christie CP2000X** 2K-resolution digital cinema projector features 25,000 ANSI lumens, high-quality optics and 15-bit image processing for crisp, clean images with perfect color saturation and uniformity. The separate projection head and ballast allow for easy installation in almost any projection room configuration, and the universal ballast gives maximum flexibility from low to high power and is ea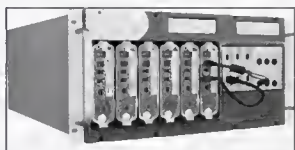sily configurable for use in any country. On-board ChristieNET network connectivity allows remote control of multiple units. Visit **Booth 1006**; call 714-236-8610; or log on to www.christiedigital.com.

Dolby Laboratories at ShowEast will debut the **Dolby Digital Cinema** system, engineered from the ground up to be reliable, robust and flexible for use in real-world projection booths. At the system's core are Dolby's Show Store and Show Player units, which together provide everything needed to load, store, decode and deliver digital movies to a digital cinema projector. In addition, the Dolby Show Manager software application offers complete operational control and advanced scheduling locally or remotely.

Visit **Booth 900**; call 415-558-0200; or log on to www.dolby.com. (Also see **Tech Talk**, page 104.)

EVS launches the **CineStore Monitoring Center (CMC)**, a new service that provides daily monitoring of every CineStore server in the world. The CMC performs automatic diagnostic, preventive maintenance and software updates, remotely caring for equipment to ensure reliability. In addition, EVS will be exhibiting its enhanced **CineStore** product family, including the Alfa, for post-production content preparation; the Multi, for the operation of six or more media duplications at once; and the Solo, for the storage and playback of digital movies. Visit **Booth 215**; call 32-4-361-70-00; or log on to www.evs-cinema.com.

QuVis has introduced the **QuVis Cinema Player**, an end-to-end solution to deliver digital cinema securely and efficiently to venues worldwide. Available in 2K and 4K, the player assures pristine picture quality plus 12 channels of audio for multiple language tracks and subtitling options including native Cine-Canvas support. The QuVis Cinema Player can integrate with any secure cinema management system and support CineLink local link encryption and optional AES data encryption. Simplified scripting allows for feature and advertising updates. Visit **Booth 1209**; call 785-272-3656; or log on to QuVis' site at www.quvis.com.

Cinema Digital Advertising (CDA) will introduce the future of slide advertising at ShowEast. CDA's end-to-end solution for **digital advertising** enables the centralized and cost-effective operation, management, scheduling and distribution of rich video integrated with audio in the lobby and for the pre-show program in the auditoriums. State-of-the-art software-based players enable the flexible building of dynamic content with the multiple high-quality video streams and text, graphics, animation, live Internet and broadcast or narrowcast feeds. Visit **Booth 222**; call 800-777-7543; or log on to www.cinemaads.com.

Qube XP by **Real Image Media Technologies** is a digital cinema solution that can handle multiple resolutions from 2K to HD to SD PAL/NTSC as well as multiple frame rates from 24 fps to 60 fps, in high bit-rate MPEG-2 and Windows Media 9 formats. The unit uses MXF format media files and has DVI and/or HDSDI outputs. Encryption and digital rights management secure screenings, and the system provides multiple digital surround audio tracks and

multilingual subtitling in the Cine-Canvas format. Visit **Booth 1108**; call 91-44-5204-1505; or log on to www.real-image.com.

Kinoton America offers the new **Kinoton DMP1 Digital Matrix Automation**. This product is easy to use and provides versatile automation capabilities at a reasonable price. In addition, the DMP1 Control Center software is available as an option. This software runs on a standard PC and allows remote monitoring, programming and control of all screens. Visit **Booth 607**; call 617-562-0003; or log on to www.kinotonamerica.com.
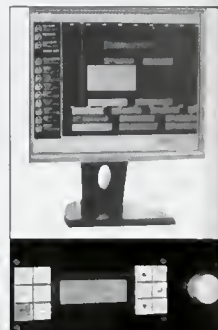
Moving Image Technologies presents the **XLC Console**, featuring steel uni-body construction and a narrow, 21-inch footprint. The xenon lamp can be replaced from either side of the console without the need for tools. It includes dual hour meters for cumulative system and re-settable lamp hours; a high-efficiency linear power supply; and a robust five-speed power tap switch design. It is available in four configurations—2-3kW and 4-7kW for 230V or 415V, 50/60Hz—and includes LED status indicators for independent monitoring. Visit **Booth 314**; call 714-751-7998; or log on to the company's website at www.movingimagetech.com.

Hurley Screen introduces the **Electraview Titan**, the largest of Hurley's line of Electraview motorized screens. Available in sizes up to 30-by-40 feet, the Titan is perfect for venues where maximum size is needed in a motorized, retractable screen. The Titan is a belt-driven, bottom-roller type screen operated via two heavy-duty synchronized motors. The Titan can also be configured for outdoor use, making it the first retractable screen system designed specifically to withstand exposure to the elements. Visit **Booth 304**; call 410-879-3022; or log on to www.hurleyscreen.com.

Filmack Studios introduces a new digitally animated **film trailer**. This rolling stock trailer is available with a variety of popular generic titles, such as "Feature Presentation," "Coming Soon" and "Intermission." It can also be customized for a theatre or circuit using their logo and special screen copy in creating a "Welcome To" or other promotional or policy trailer. Available in both flat and scope, it has a stereo music track and will come protected with Filmack's Scotchgard film coating. Visit **Booth 506**; call 800-345-6225; or log on to www.filmack.com.