



Society of Motion Picture & Television Engineers New York Section Meeting Notice

Admission is free to this event

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SMPTE-NY June 2009 Meeting “Delivering Digital Cinema” Wednesday, June 3, 2009

Iris and B. Gerald Cantor Film Center/NYU

36 E 8th St. (between University Place and Greene St.)

Subway A C E , B D F V to West 4th, 6 to Astor Place, N R W to 8th St.

5:30 Meet & Greet – Refreshments served

6:15 Welcome - Section Announcements

6:30 Program begins

Produced by Bruce Follmer, ABC and Robin Schanzenbach, NYU

Guests and Non Members Welcome! Refreshments will be served!

Registration required. Visit www.smpteny.org to register

Jeff Butkovsky, CTO, **Cinedigm Digital Cinema Corp.** (formerly Access Integrated Technologies) will review where we are today in converting theatres to Digital Cinema. Since his company has installed networked digital systems for over 3,700 screens, Jeff has a bird's eye view on the “state of DC”.

Postworks EVP/Technology, **Joe Beirne**, will candidly address the nuts and bolts of current cinema delivery. When mastering for digital cinema the accepted model is the 35mm print... is this an ideal model? Do the traditional criteria for evaluating quality and fidelity to the film maker's intentions hold up to today's levels of scrutiny? Are we using relevant benchmarks for quality for the future of the cinema experience? And is this equally true of HDTV? Beirne will assess end-to-end calibration of Digital Cinema, 35mm release printing and HD feature mastering; discussing new challenges and potential pitfalls in the process.

Screening: Excerpts from **Greg Motolla's** Miramax feature “**Adventureland**” will be shown in 35mm and in Digital Cinema format.

Q&A session will follow the screening.

Next SMPTE-NY Section Meeting September, 2009. Have a great Summer!

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Visit the SMPTE-NY Section website at www.smpteny.org

Please post this notice on your company bulletin board.