

# DigiCine and Power Technology to Hold Tech Panel With Industry Specialists at CinemaCon 2019

**Conversation to focus on the current state of cinema technology and how to stretch your investments in booth hardware.**

LOS ANGELES (March 27, 2019) – Digital Cinema Systems Corporation (DigiCine), a Los Angeles based solutions provider to movie exhibitors announced that it will be co-hosting a specialist discussion panel at this years' CinemaCon in conjunction with the laser specialists at Power Technology.

For an hour, in the Sorrento room, Promanade level, Caesars' Palace, Las Vegas NV on Wednesday April 3 at 2pm, a group of industry thought leaders will be discussing "The current state of technology and how to stretch your investments in booth hardware".

The panel will be moderated by the Cinema Guru, Patrick von Sychowski of Celluloid Junkie who will be putting questions to the panel comprising:

- Mark Collins – Harman International (formerly Marcus Theater's Director of Projection Technology),
- Mark Louis – Senior Director of Presentation at Alamo Drafthouse
- Dean Bullock – Chief Operating Officer at Cinecert
- Thomas MacCalla – Partner at Covergent.

"Digital Cinema is constantly progressing, new immersive sound options, the entry of laser projectors, and now new potentially disruptive LED technology poised to be introduced to the market. The VPF programs that largely funded the initial digital rollout are now maturing and we'll not see their likes again" said Karl Anderson DigiCine's CEO, who went on to say "With that in mind, we need to be asking if there is a case for:

- deferring expensive projection equipment replacements until the market offerings are more clearly understood, including how these can be paid for and;
- driving greater value from the digital cinema equipment already deployed."

"By smartly applying technology, it's possible to get more value from existing projectors and lower operating costs." said Walter Burgess, VP of Power Technology's cinema division. "In addition to this panel there will be ongoing demonstrations of the DigiCine media player and the Power Technology laser light source capabilities in the Sorrento room throughout the show"

## **About Digital Cinema Systems (dba DigiCine)**

Digital Cinema Systems are experts in providing solutions to movie exhibitors. Working collaboratively with clients, Digital Cinema Systems help them achieve their objectives, through the provision of software, consulting and support services. Visit DigiCine in the Augustus Ballroom at CinemaCon at booth 2715A. For more information about Digital

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**About Power Technology**

Power Technology, Inc., established in 1969, are a leading manufacturer of lasers for OEM projection, analytical, biomedical, industrial, defense /security, and machine vision applications. For more information about Power Technology, visit [powertechnology.com](http://powertechnology.com) or contact Walter Burgess, VP Cinema at [waburgess@powertechnology.com](mailto:waburgess@powertechnology.com) or 501.407.0712 x203

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