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CinemaCon Panel Considers Ways to Extend the Life of Projection Hardware

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Fri, 03/22/2019 - 11:44 -- Nick Dager

A panel discussion being held at this year's CinemaCon will discuss how to stretch your investments in booth hardware. CinemaCon, the annual conference of the National Association of Theatre Owners, convenes April 1-4 at Caesars Palace in Las Vegas, Nevada.

The panel will be held April 3 from 2-3 pm. Patrick von Sychowski of Celluloid Junkie will moderate a panel that will include Mark Collins with Harman International (formerly Marcus Theater's director of projection technology), Mark Louis, senior director of presentation at Alamo Drafthouse, and Thomas MacCalla, partner at Convergent.

"As an upgrade to existing cinema projectors, the Illumina laser light source offers RGB laser performance without buying an entirely new projector," said Walter Burgess, vice president of Power Technology's cinema division, one of the hosts of the discussion.

Co-host Karl Anderson, CEO of Digital Cinema Systems added, "The DigiCine media server makes it possible to play ultra modern SMPTE DCP content on the oldest of projectors. By smartly applying technology it is possible to get more value from these older projectors."

Digital Cinema Systems and Power Technology will also host a joint demonstration of innovative solutions that breath new life into existing projection equipment. Both solutions allow theatre owners to delay the purchase of a new projector and extend the life of their existing projector. Using DigiCine's media servers and Power Technology's Illumina light source, visitors can experience the most modern content DCP's delivered to an older Series 1 projector. The same projector will demonstrate how laser illuminated projection can be applied to older projectors as an upgrade.

Both the media servers and the laser light source integrate with Barco, NEC and Christie projectors. The Illumina light source is also compatible with Sony cinema projectors.

Ongoing demonstrations will be held Tuesday 11-5 Wednesday 9-5 and Thursday 9-12:30.

The demonstration is located in the Sorrento room (Promenade level) just down the hall from Milano 1 and Millan IV.

Power Technology <http://www.powertechnology.com>

Digital Cinema Systems <http://www.digicine.com>

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