

Digital Cinema Made Easy

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TECHNICOLOR® DIGITAL CINEMA
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Myth

- TDC's end-to-end system relies on closed architecture – *WRONG!*
 - TDC's approach to digital cinema is the offering of a menu of services that provide a continuum of services from movie master to on-screen projection.
 - TDC has hired QUALCOMM to build an implementation using the same core technology available to anyone else.

Myth

- Early adopters risk technological obsolescence once standards are created – *WRONG!*
 - TDC's offer shields any such risk to exhibitors
 - TDC is committed to interoperability
 - TDC is committed to be a part of this industry – no matter what!



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Unique Benefits

- TDC is founded by those with experience of managing change and lasting commitment
- Technicolor's sole enterprise has been to support this industry
- TDC's range of services include...
 - Consultation and planning
 - Installation and training
 - Emergency and sustained 24/7 service
 - Reliable and secure delivery of a broad range of content
 - Interoperable solutions





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