

# LOS ANGELES SEMINAR SERIES LASS'26

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CINEMA  
TECHNOLOGY  
ASSOCIATION



# WELCOME

## FROM MARK MAYFIELD, ICTA PRESIDENT

It's hard to believe that a year has passed already since our first “virtual” Los Angeles Seminar! Although that event was well attended and highly successful, we are thrilled to be able to return to the annual in-person gathering that has become a tradition in the cinema technology world.

At the same time, it's hard not to be humbled by the sheer resilience of the people who were so devastatingly affected by last year's LA area wildfires, as they rebuild and recover as best they can. In many ways, their resilience parallels that of our own industry.

Over the course of theatrical exhibition's 125-year history, our demise has been declared over and over again – and yet we're still here. Every threat to exhibition's existence has been met with a resuscitative response, which in nearly every case involves technological innovation that draws people back to the theatre to experience the art of cinema.

This, in fact, parallels the mission of the ICTA throughout its 50-year history – to help ensure that cinema remains the preferred choice for enjoying filmed entertainment by promoting excellence and investment in cinema technology. We are proud to count as members almost every major provider of technology and equipment that is needed to operate a modern movie theatre. We pursue our mission by providing educational and training opportunities, and the human networking gatherings that are so critical to the sharing of knowledge and genesis of innovation.

The Los Angeles Seminar Series is our flagship event of the year; it is our annual occasion to advance our mission. The event you are attending today sets the tone for the technological response for the year, which is then echoed in our seminars at industry events in Europe and Asia. This year's seminar includes a new set of presentations, panel discussions, and demonstrations on a wide range of topics that affect exhibition. We'll also present the 2025 North American Cinema Awards at a special awards dinner and reception. On Wednesday morning, you won't want to miss an offsite event that includes two stops, one of which is a rare opportunity to visit the renowned Samuel Goldwyn Theater at the Academy of Motion Picture Arts and Sciences.

On behalf of our Board of Directors and Seminar Programming Committee, thanks for attending this pivotal event. As always, we welcome your comments and feedback.

Please use the ratings feature of the Theatre Toolkit app to share your thoughts. We depend on this to help keep this seminar and all ICTA programming relevant and valuable to our mission and the industry.

Sincerely,  
**Mark Mayfield**  
Chairman of the Board, ICTA  
Director of Cinema Marketing, Meyer Sound

# SCHEDULE OF EVENTS

## TUESDAY JANUARY 13

**ALL TIMES ARE PST – PACIFIC TIME**

**8:00 AM  
Breakfast**

**9:00 AM  
ICTA Chairman's Welcome**

**PRESENTER:**

Mark Mayfield, President ICTA,  
Program Chairperson

**9:15 AM  
ICTA NACA Awards**

**9:30 AM  
Exhibitor Roundtable**

**MODERATOR:**

- Joe DeMeo, Director of Sales, Barco Cinema

**PRESENTERS:**

- Scott Barden, Vice President of Digital Operations, Malco Theatres, Inc.
- Matt Basford, Head of Global Technology & Support Services, Regal Cineworld Group
- Vince Bienek, CTO, Premiere Cinema
- Frankie Vaquerano, Director of Presentation, Alamo Drafthouse
- David Zylstra

**10:00 AM  
Stretching Your Maintenance Dollar**

- Solo Presentation: Theresa English, Principal, TK Architects International

**10:30 AM  
4 Member presentations**

- Lighting Technologies International - Eric Simonian;
- MAG Audio - Oliver Frans;
- Venue Valet - Matt Mader;
- ADDE - Marion Rosset

**10:45 AM  
Break (15 mins)**

**11:00 AM  
Formats, frames and files: Demystifying movie delivery in the digital age**

- Howard Kiedaisch, Chief Executive Officer, Digital Cinema Distribution Coalition

**11:30 AM  
Lighting the Path Forward in Auditoriums**

**MODERATOR:**

- Theresa English, Principal, TK Architects International

**PRESENTERS:**

- Rob Geller, VP Business Development, Promenaïd Handrails
- Steve Pendlebury, President, Electro-LuminX Lighting Corp
- John McAllister, Director - Theatre Sales, Tempo LED Lighting
- Memo Briseno, Sales Manager, Tivoli, LLC
- Alex Gaxiola, President, Tierra Lighting

**12:15 PM  
Point-of-Sale and Integrated software partners: Making it work in a CEC**

**MODERATOR:**

- Scott Beck, Director of Business Development, Theater Toolkit

**PRESENTERS:**

- Matt Mader, Founder, Venue Valet
- Robert Hill, Director of Software, Galaxy Theatres
- Al Lane, Business Development, TaPos/Jacro
- Shane Burkett, Strategic Marketing Director, Agiletix
- Peter Lichter, VP of Technology, Flix Brewhouse

**1:00 PM  
Lunch**

**2:15 PM  
Interview with Mike Bowers, Chairman of Cinema United and Cinema Foundation; President and CEO of Harkins Theatres**

**MODERATOR:**

- Carolyn Giardina, award winning journalist and author

Mike Bowers, Chairman of Cinema United and Cinema Foundation; President and CEO of Harkins Theatres

# SCHEDULE OF EVENTS

**3:00 PM**

**Future Forward: Insights from the Under 35s**

**MODERATOR:**

- Beth Figge, Sr. Sales and Partner Manager, North America - Cinema, Dolby

**PRESENTERS:**

- Sammy Swiatek, Cinema Technician, BACP Inc
- Jordan Hohman, VP Project Development, Phoenix Theatres
- Sam Lansing, VP Sales, Integrity Entertainment Systems
- Jay Wyatt, Program Manager, Cinema & Residential, Meyer Sound

**3:30 PM**

**35 & 70 mm: The Future of Film in Cinema**

**MODERATOR:**

- Danny Pickett, Partner & Vice President -Sales, BACP Inc; Owner, Doppler Cow Studios

**PRESENTERS:**

- Graeme Scott, Technical Manager, Cinematronix
- Steve Gutttag, Engineer/Technician, Cardinal Sound & Motion Pictures Inc.
- Frankie Vaquerano, Director of Presentation, Alamo Drafthouse

**4:00 PM**

**5 Member presentations**

- Meyer Sound - Jay Wyatt
- Promenaid Handrails - Rob Geller
- Movie Image Technologies - Scott Hanlon
- Alcons Audio - David Rahn
- Theater Toolkit - Kevin Greer

**4:15 PM**

**Dealer Roundtable**

**MODERATOR:**

- Beth Figge, Sr. Sales and Partner Manager, North America - Cinema, Dolby

**PRESENTERS:**

- Janathan Kulasegaram, National Service Manager, Cinematronix
- Barney Bailey, President & CEO, Entertainment Supply & Technology
- Dan Ruppel, Director of Field Services, Strong Technical Services
- Danny Pickett, Partner & Vice President -Sales, BACP Inc; Owner, Doppler Cow Studios

**4:45 PM**

**Day 1 Wrap-Up/Bar Talk**

- Frank Tees
- Beth Figge
- Frankie Vaquerano

**6:30 PM**

**ICTA Awards Dinner  
- NACA Awards**

**WEDNESDAY  
JANUARY 14**

**7:15 AM**

**Breakfast**

**8:00 AM**

**Buses Depart for offsite**

**8:45 AM**

**Real-World Equalization Best Practices/Demo**

- Danny Pickett, Partner & Vice President -Sales, BACP Inc; Owner, Doppler Cow Studios

**10:45 AM**

**A Visit to the Academy's Goldwyn Theater**

- AMPAS Staff
- Mark Mayfield
- Jay Wyatt

**12:20 PM**

**Return to Hotel**

**1:00 PM**

**Lunch**

**2:00 PM**

**5 Member Presentations**

- Trinnov Audio - Michael Babb
- Qube Cinemas - Kristin Kielpinski
- Light Tape - Steve Pendlebury
- Harkness Screens - Cody Polla
- Irwin Seating – Julie Kuhn

# SCHEDULE OF EVENTS

**2:15 PM**

**Cinema's next canvas, navigating the shift to high-contrast exhibition**

**MODERATOR:**

- Doug Gorny

**PRESENTERS:**

- Sander Buys, Product Manager HDR, Barco
- Allan Fernandes - Product Manager, Entertainment Solutions - Christie Digital Systems
- Jesus Alvarado, Senior Product Manager, Cinema Imaging Solutions at Dolby Laboratories

**3:00 PM**

**Screen Maker panel: reflections on current practices and projections on future technologies**

**MODERATOR:**

- Kirk Griffin, Director of Presentation Technologies, Harkins Theatres

**PRESENTERS:**

- Cody Polla, Vice President of HSG Labs, Harkness
- Jean Francois Gagnon, Senior Vice President, Strong/MDI Screen Systems
- Dan Maxwell, VP Cinema & COO, Severtson Screens

**4:00 PM**

**5 Member Presentations**

- Christie Digital - Allan Fernandes
- Digital Light Sources - Jamal Haddad
- GDC Technologies - Tony Adamson
- LUMMA 4D E-motion – Sebastián Gaspari
- Barco – Joe DeMeo

**4:15 PM**

**The LED Cinema Shift: Solving the Audio Challenge and Unlocking New Exhibition Models**

**MODERATOR:**

- Mark Collins

**PRESENTERS:**

- Trevor Endo, Project Management Consultant, GDC Technology USA LLC
- Bryce McPheeters, Vice President - Product and Planning, NanoLumens
- Kenny Chow, Chief Technology Officer, HeyLED
- Jamal Haddad, Global Sales Director, Digital Light Sources (DLS)

**5:00 PM**

**Closing Remarks**

- Danny Pickett, Partner & Vice President -Sales, BACP Inc; Owner, Doppler Cow Studios

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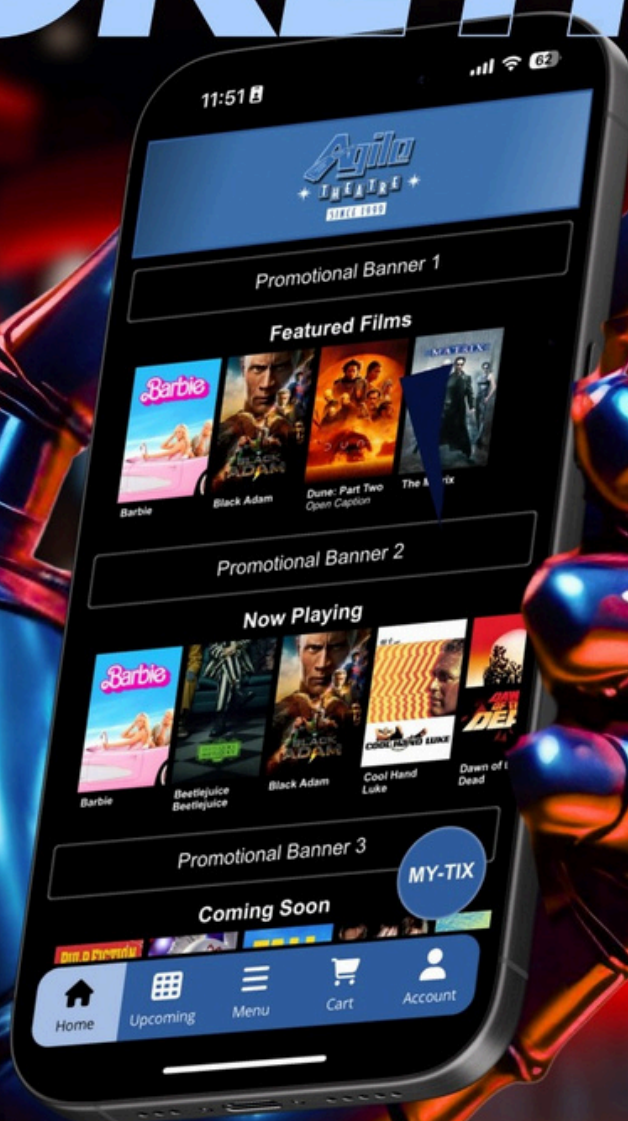




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a good week.



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## Rising Together: Celebrating Cinema, Innovation, and Award-Winning Projects



**Matthew Elliott**  
President EOMAC

On behalf of **EOMAC**, a proud **Gold Sponsor** of the International Cinema Technology Association (ICTA) January Seminar Series, I am delighted to welcome you to this year's event, returning **in person to Los Angeles**. After last year's seminar was held virtually due to the California forest fires, it is inspiring to see the industry come together again—demonstrating the same resilience, passion, and dedication shown by all who endured and overcame those challenges.

ICTA continues to provide an invaluable platform for professionals across the cinema ecosystem to exchange ideas, share best practices, and collectively address the challenges and opportunities shaping the future of exhibition. The January Seminar Series brings together innovators, practitioners, and thought leaders to foster collaboration and advance technical excellence across the global cinema community.

EOMAC operates internationally in the niche **Cinema Construction and Fit out sector**, delivering complex projects that blend design, technology, and operational excellence. Over the past year, our teams have undertaken a wide range of projects across multiple regions, navigating tight timelines, evolving technologies, and high-performance expectations.

These experiences have reinforced a central truth: successful cinema projects depend not only on technical expertise, but also on collaboration, meticulous planning, and strong partnerships across all stakeholders. This year's **NACA awards** celebrate outstanding achievement and creativity across our industry.

We warmly congratulate all winners:

- **Best Use of Technology:** Regal Boise
- **Best Classic Refurbishment:** Southampton Playhouse
- **Best Traditional Refurbishment:** Roadhouse
- **Best New Build:** Megaplex Daybreak

We are especially proud that **EOMAC had the privilege of contributing, and working closely with our partners on three of these remarkable projects!** Being part of these award-winning endeavors is a true highlight for our teams and reflects the dedication, skill, and collaboration of everyone involved. At the same time, we celebrate all the winners—these accolades honor the creativity, perseverance, and commitment of the entire cinema community.

Looking ahead to **2026**, we are energized by the opportunities for growth and innovation, both for EOMAC as we continue to expand internationally and for the global cinema industry as it evolves. New developments, reinvestment in existing venues, and continued technological advancement are creating momentum across the sector. Forums like ICTA remain vital for knowledge exchange, professional development, and collaboration,

We commend ICTA for its ongoing leadership and thank the organizers, speakers, and participants for creating what promises to be an engaging, informative, and inspiring seminar series. We look forward to connecting with colleagues throughout the event and continuing our support of ICTA's important work in the year ahead.

**Matthew Elliott**

President

**EOMAC**



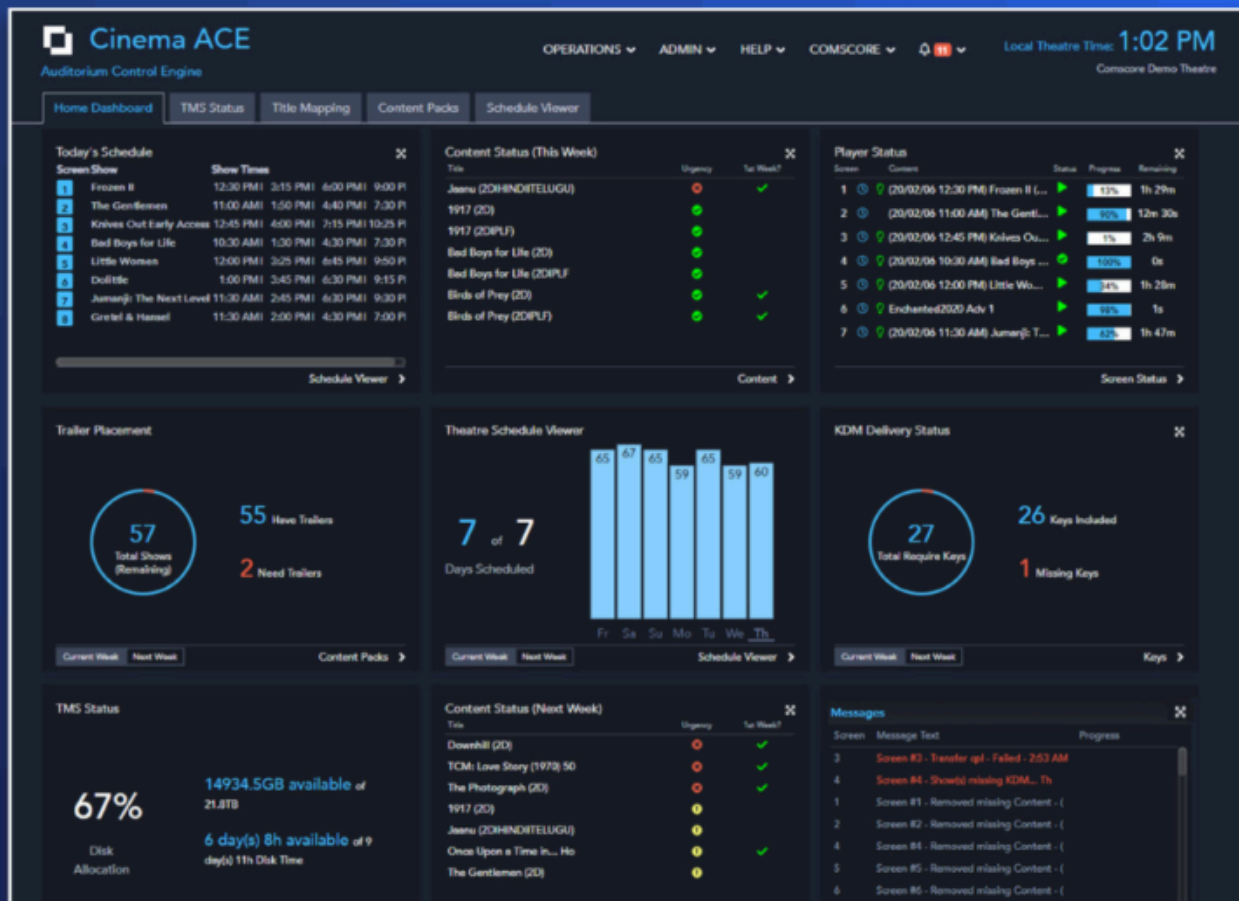
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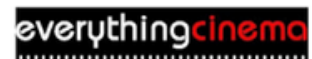
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