

LOS ANGELES SEMINAR SERIES LASS'26

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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, Promenaid 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 Lichtor, 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, Ci nema & 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 Guttag, 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 Kielinski
- 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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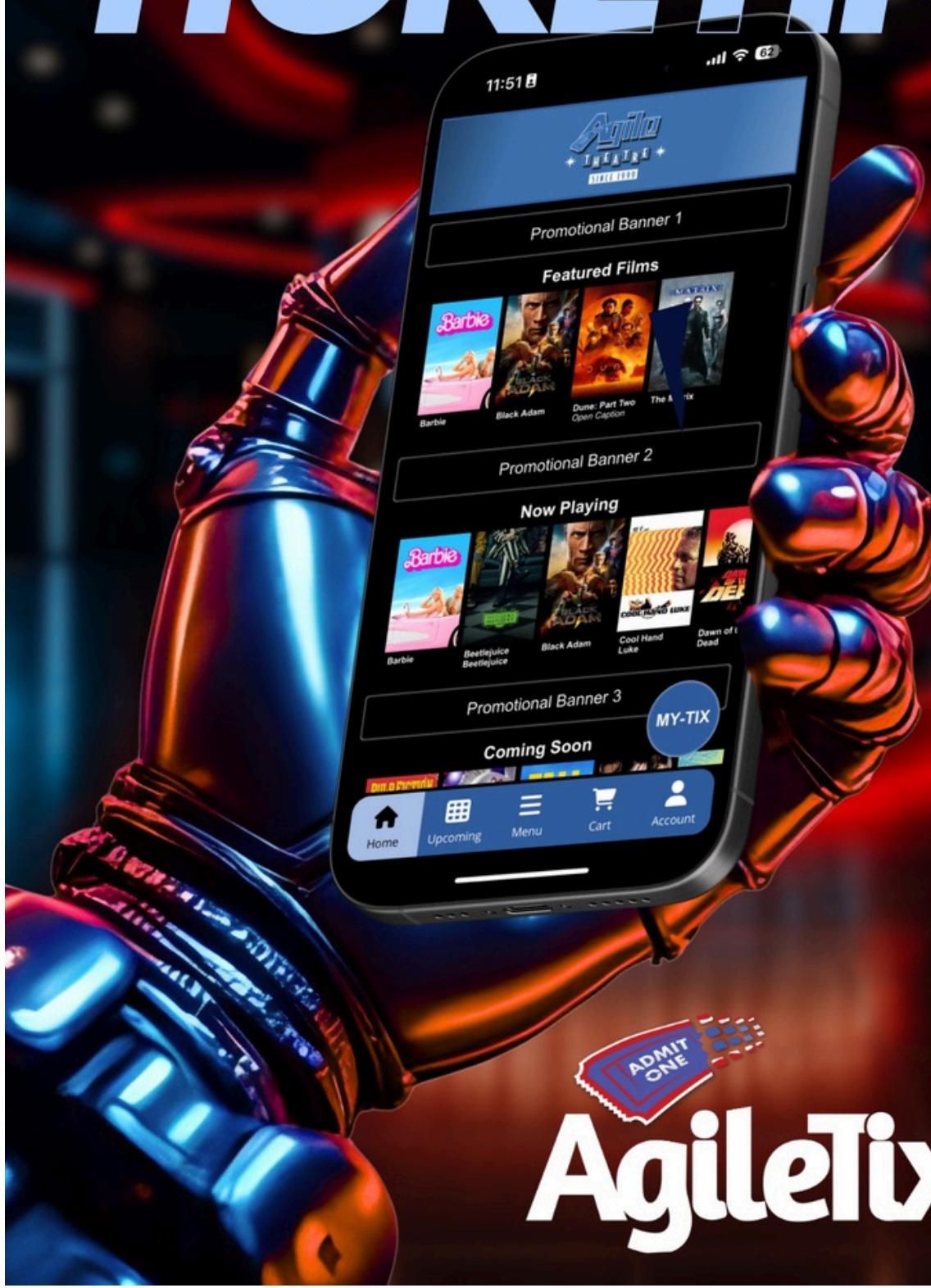




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Enjoy your stay
and we hope you have
a good week.



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Cinema ACE

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Cinema ACE
Auditorium Control Engine

Local Theatre Time: 1:02 PM
Comscore Demo Theatre

Home Dashboard TMS Status Title Mapping Content Packs Schedule Viewer

Today's Schedule

Screen Show	Show Times
1 Frozen II	12:30 PMI 2:15 PMI 4:40 PMI 9:00 PMI
2 The Gentlemen	11:00 AMI 1:50 PMI 4:40 PMI 7:30 PMI
3 Knives Out Early Access	12:45 PMI 4:00 PMI 7:15 PMI 10:25 PMI
4 Bad Boys for Life	10:30 AMI 1:30 PMI 4:30 PMI 7:30 PMI
5 Little Women	12:00 PMI 2:25 PMI 4:45 PMI 9:00 PMI
6 Dolittle	1:00 PMI 3:45 PMI 6:30 PMI 9:15 PMI
7 Jumanji: The Next Level	11:00 AMI 2:45 PMI 4:30 PMI 9:00 PMI
8 Gretel & Hansel	11:30 AMI 2:00 PMI 4:30 PMI 7:00 PMI

Content Status (This Week)

Title	Urgency	To Week?
Jeetu (20HINDITELUGU)	●	✓
1917 (20)	●	✓
1917 (20PLF)	●	✓
Bed Boys for Life (20)	●	✓
Bed Boys for Life (20PLF)	●	✓
Blindsight (20)	●	✓
Blindsight (20PLF)	●	✓

Player Status

Screen	Content	Status	Progress	Remaining
1	Frozen II (20/02/06 12:30 PMI)	Green	13%	1h 29m
2	The Gentlemen (20/02/06 11:00 AMI)	Green	90%	12m 30s
3	Knives Out (20/02/06 12:45 PMI)	Green	1%	2h 9m
4	Bad Boys for Life (20/02/06 10:30 AMI)	Green	100%	0s
5	Little Women (20/02/06 12:00 PMI)	Green	34%	1h 28m
6	Enchanted (2020) Adv 1	Green	10%	1s
7	Jumanji: The Next Level (20/02/06 11:30 AMI)	Green	32%	1h 47m

Content

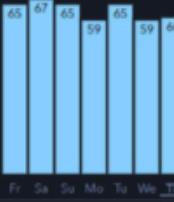
Screen Status

Trailer Placement

57 Total Shows (Remaining)
55 Have Trailers
2 Need Trailers

Theatre Schedule Viewer

7 of 7 Days Scheduled



KDM Delivery Status

27 Total Required Keys
26 Keys Included
1 Missing Keys

TMS Status

14934.5GB available of 21.8TB
6 day(s) 8h available of 9 day(s) 11h Disk Time
Disk Allocation 67%

Content Status (Next Week)

Title	Urgency	To Week?
Downhill (20)	●	✓
TCM: Love Story (1970) 50	●	✓
The Photograph (20)	●	✓
1917 (20)	●	✓
Jeetu (20HINDITELUGU)	●	✓
Once Upon a Time in... Ho	●	✓
The Gentlemen (20)	●	✓

Messages

Screen	Message Text	Progress
3	Screen #3 - Transfer qpl - Failed - 2:53 AM	
4	Screen #4 - Showbd missing KDM... Th	
1	Screen #1 - Removed missing Content - (
2	Screen #2 - Removed missing Content - (
4	Screen #4 - Removed missing Content - (
5	Screen #5 - Removed missing Content - (
6	Screen #6 - Removed missing Content - (

- Windows 2016-2025 and Linux Ubuntu 22.04 OS-compatibility
- Database hosting on premise or in the Azure cloud.
- New automations to manage hardware based on ticket sales and time of day.
- New functionality to manage content and automate sound and format assignment per screen.

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