

# LOS ANGELES SEMINAR SERIES LASS'26

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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, 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 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

# NACA

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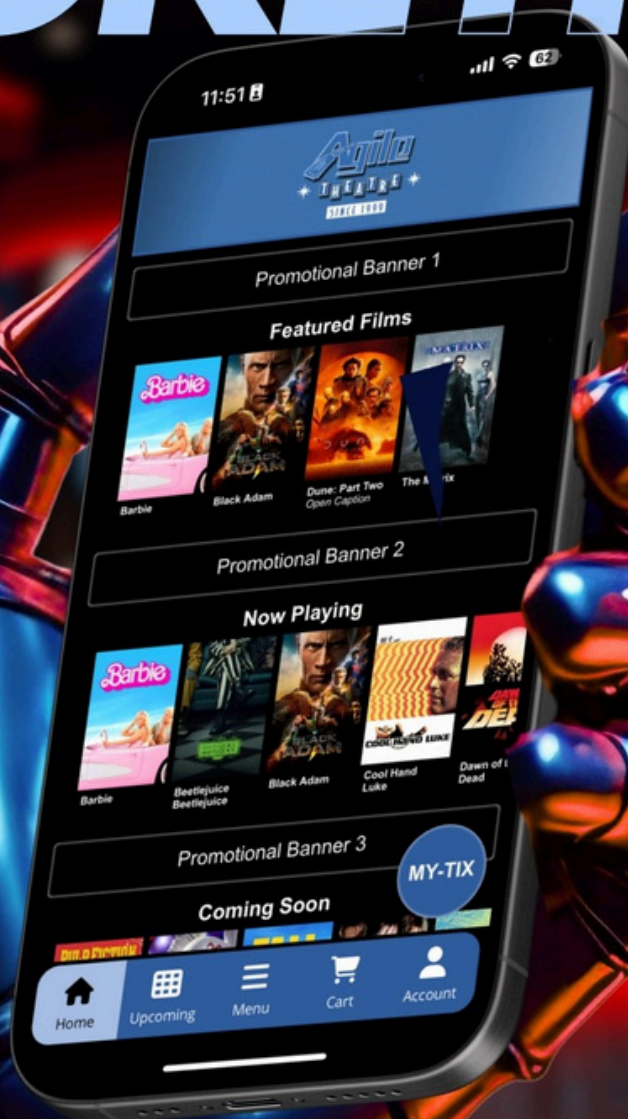


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a good week.



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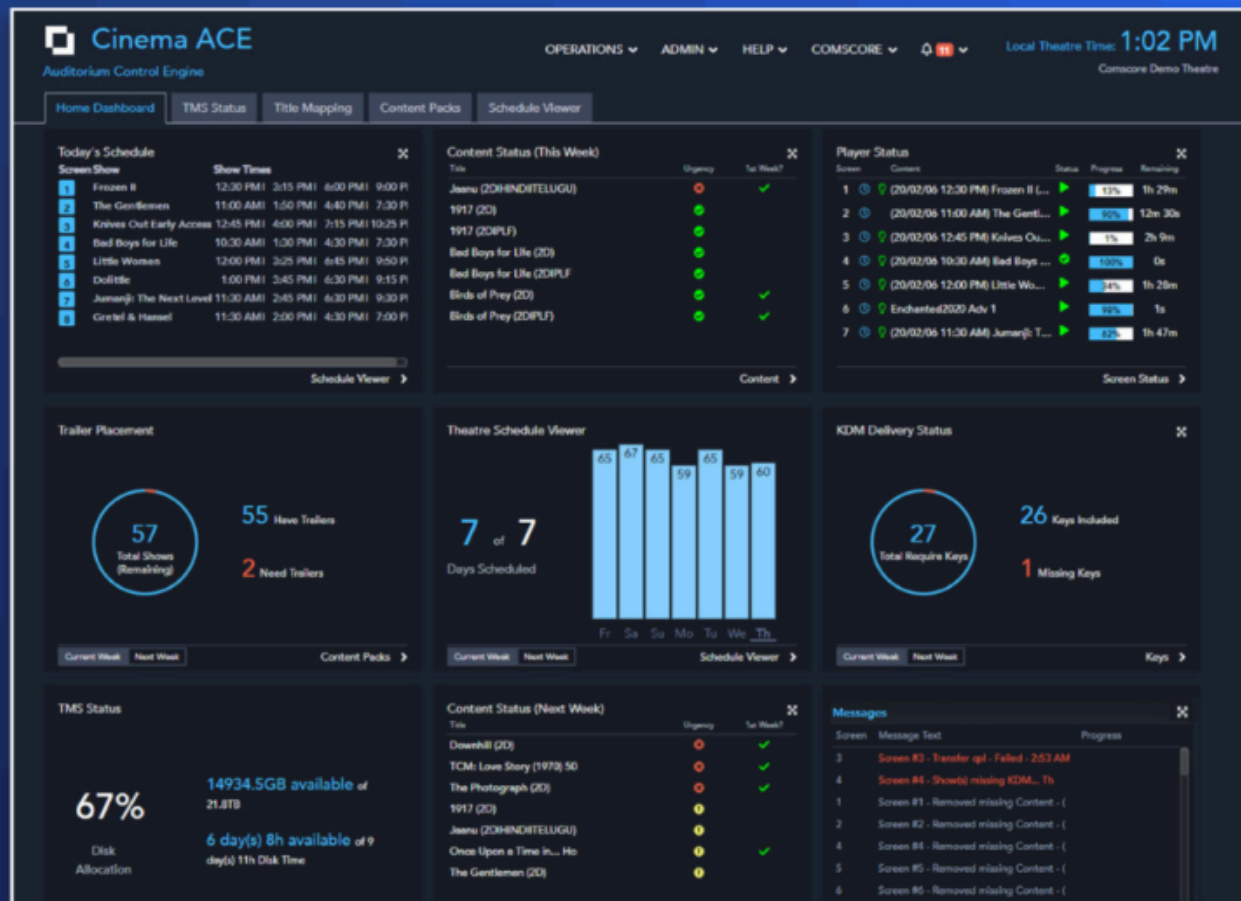
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