



Digital Hollywood Spring 2017

Panel topic description

May 24, 2017 1 PM

Future of Film - From Cinema and Immersive Entertainment to VR/AR and Theme Parks - The Franchise Expands!

The film industry has changed significantly in recent years and is experiencing a resurgence on a global level across a wide range of platforms.

From significantly improved digital sound systems to the introduction of laser projection systems and on to the creation of more immersive cinema experiences in the form of increased penetration of IMAX and premium large formats of several varieties, there are more and more reasons to get out of the house and journey to the local theater.

The introduction of virtual, augmented and mixed reality into the mix has a lot of potential for both single user and group experiences. But there is a ways to go before there is a significant user base in this market segment.

Our distinguished panel is uniquely qualified to provide deep insight into the many strategies and tactics that form the basis for content development and release decisions on a global level, and in turn, release schedules, screen technologies, virtual reality and other related methodologies and technologies as we look to the future.

Panel to be moderated by Marty Shindler

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