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## **LFCA SYMPOSIUM ADDRESSES DIGITAL PRODUCTION IN LARGE FORMAT CINEMA, MAY 20 IN L.A.**

*All-day intensive will enhance annual meeting  
of the Large Format Cinema Association.*

*All-star lineup includes Ray Feeney, Marty Shindler, Brett Leonard,  
Charlotte Huggins, David Keighley, Richard Hollander and Sean Phillips.*

**The Next Wave: Digital Production in Large Format** is a day-long, professional symposium that will encompass the use of digital tools and processes in production and post production, applied specifically to large format cinema. Designed to provide learning and networking opportunities to cinema professionals, the symposium runs 1:00-8:30 p.m., Sat., May 20 in Los Angeles and is presented by the Large Format Cinema Association (LFCA). Admission is \$110. Space is limited and advance registration is required. For more information contact LFCA at tel. 949/831-1142, fax 949/831-4948 or send email to [LFCA2000@LFCA.org](mailto:LFCA2000@LFCA.org).

The symposium is co-chaired by Ray Feeney, President of RFX Inc., a principal supplier of hardware and software to the digital film industry, and Marty Shindler, whose company, The Shindler Perspective provides business consulting to creative and technology companies. A highlight of the event is the closing dinner, with filmmaker Brett Leonard of L-Squared Entertainment as guest speaker. Leonard is known in mainstream cinema as the director of *The Lawnmower Man*, and in the large format industry as the director of *T-Rex: Back to the Cretaceous* and *Siegfried & Roy: The Magic Box*.

Other presenters include a number of prominent figures in large format filmmaking, such as Sean Phillips of MacLeod Productions, who was Visual Effects Supervisor for the films *T-Rex: Back to the Cretaceous* and *Siegfried & Roy: The Magic Box*; and Charlotte Huggins of nWave Pictures, Producer of *Encounter in the Third Dimension*, *Alien Adventure*, *Haunted Castle* and numerous special venue films. The major large format post production houses are also represented with Christopher Reyna of IMAGICA USA INC. and David Keighley of DKP/70MM INC.

The afternoon begins with a session on Pre-Planning and Business Issues, featuring "Visual Effects 101" from Susan Zwerman of the Visual Effects Society. In another session, Alternative Format Conversion to Large Format, PDI Producer Don MacBain will show how his company re-purposed footage from *Antz* and other films to 15/70 large format. Additional sessions include Content Creation, 2D Techniques, Input/Output, Stereoscopic 3D and Post Basics.

"Digital effects in large format can be astoundingly effective and successful," comments event co-chair Ray Feeney. "But the unique technical and aesthetic characteristics of the medium demand a thorough understanding and a careful, planned approach. It's a costly mistake to assume that large format is just like conventional cinema, only bigger."

**The Next Wave: Digital Production in Large Format** is one of two Spotlight Symposia that will bookend the annual LFCA Conference and Film Festival, May 17-20. The other is Special Venue Theater: Focus on Motion Simulation, taking place May 17. The Spotlight Symposia are a separate function from the LFCA 2000 conference, requiring separate admission. *—more—*

## **P. 2. LFCA Symposium Addresses Digital Production for Large Format Cinema....**

### **About LFCA 2000**

LFCA 2000, the annual Conference and Film Festival of the Large Format Cinema Association, opens the afternoon of May 17 and closes May 20. It will feature panel discussions on vital industry topics, technical sessions, historical tributes and awards and a keynote presentation. The LFCA Kodak Vision Award will be presented to a distinguished cinematographer, filmmaker or director in the field. The Large Format Film Festival will feature new films in 15/70 and 8/70 formats. A gala closing dinner/event will be held May 19 at Universal Studios Hollywood.

LFCA 2000 and the Spotlight Symposia are open to all members of the international large format film industry. Corporate sponsorship opportunities are available, and registration and hotel reservations are now open. Contact: tel. 949/831-1142, fax 949/831-4948, email <LFCA2000@LFCA.org>. Consult the association website at <http://www.LFCA.org>.

### **About the Large Format Cinema Association**

Founded in September 1996, the Large Format Cinema Association is a not-for-profit international association open to all those interested in the worldwide large format industry, including filmmakers, suppliers, manufacturers, distributors, theaters and their support industry, as well as film students, film studios and theme parks. Current membership is approximately 330. Charter President is Christopher Reyna, President of IMAGICA USA INC.

The mission of LFCA is to promote global public awareness of large-screen entertainment formats, to provide a forum for sharing information and to foster the growth of the industry. The next annual LFCA Conference and Film Festival takes place May 17-20 in Los Angeles. For more information, telephone 949/831-1142, fax 949/831-4948, consult the association website at <http://www.LFCA.org> or send email to <LFCA2000@LFCA.org>.

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## **THE NEXT WAVE: DIGITAL PRODUCTION IN LARGE FORMAT** **A Spotlight Symposium Of The Large Format Cinema Association** **Sat., May 20, 2000, 1:00 - 8:30p.m. in Los Angeles** **Preliminary Schedule: Subject To Change**

### **1:00-2:00 Pre-Planning and Business Issues**

Moderator: Marty Shindler, The Shindler Perspective

Speakers include: Susan Zwerman, VES; Charlotte Huggins, nWave Pictures; Michael Lewis, L-Squared Entertainment

### **2:15 - 3:30 Content Creation**

Speakers include: Richard Hollander, Rhythm & Hues; Steve Wright, Cinesite/Kodak

### **3:45 - 5:00 2D Techniques (compositing, matting, making it real)**

Speakers include: Sean Phillips, MacLeod Productions; Craig Zerouni, Silicon Grail;

### **5:00 - 5:40 Alternative Format Conversion to Large Format**

Speakers include: Don MacBain, PDI; David Keighley, DKP 70MM INC.; Christopher Reyna, IMAGICA USA INC.

### **6:00 - 7:00 Breakout Sessions**

Input/Output	Christopher Reyna
3D (stereo)	Sean Phillips and Richard Hollander
Post Basics	David Keighley
Business Issues	Ray Feeney and Marty Shindler

### **7:00-8:30 Dinner** Guest Speaker: Brett Leonard, L-Squared Entertainment