



The project which will make the transition from analogical cinema to digital cinema in Spain is now under way

CINNEO: DIGITAL PLATFORM FOR THE DISTRIBUTION AND EXHIBITION OF AUDIOVISUAL CONTENTS IN MOVIE THEATERS

CINNEO, *New Cinema* is a project for the development of the **first integrated digital cinema platform compliant with DCI rules in Spain**, capable of encompassing all of the processes necessary for the distribution of audiovisual contents in a digital format for their exhibition in movie theaters on a widespread scale. *DCI -Digital Cinema Initiatives-* is a forum made up of the main content and technology companies at the worldwide level, the norms of which recommend measures to optimize the distribution and exhibition of films in a digital environment, as well as improving quality, versatility and security in all of the processes within the value chain.

This is an R +D+i project financed by the Program for the Promotion of Technical Research of the Spanish Ministry of Industry, Tourism and Trade (MITYC), through the **PROFIT program for Leading Projects of the State Secretariat of Telecommunications and the Information Society (SETSI)**, approved by way of a resolution proposal notice dated October 1, 2007 bearing file number: FIT-3502001-2007-1.

CINNEO is starting to work on granting this financing and has planned its completion in the year of **2009**. Taking part in the project's development are ten very prestigious companies with a proven history representing the entire value chain within the film industry: *Telefónica Servicios Audiovisuales, Sociedad Digital de Autores y Editores, Apuntolapospo (Vértice 360), Microgénesis S.A., SM Data, Sociedad General de Derechos Audiovisuales (Filmax), Suministros Kelonik, Centro de Producción Audiovisual Autor, Res Cónnita and the Federation of Cinemas of Spain*. The Project is being led by the consulting firm Microgénesis, S.A.

Also cooperating in the development of Cinneo are the ***Universities of Vigo and Castile-La Mancha and the Polytechnic University Madrid***, thereby providing the most interdisciplinary and scientific focus to the project.

At present, the first stage of the project is under way, with the main objective of creating the requirements for the Platform's design. The milestones foreseen for this stage, which will end in March of this year, are the completion of a study on the state-of-the-art of these technologies, which will be available at www.cinneo.com, determining the requirements of end users, defining the industrial and business processes of the platform and, last of all, specifying the platform's technologies.

The CINNEO project provides a series of important benefits to the industry, end users and all of society, the most fundamental of which include: **decreasing operating costs, increasing effectiveness and speed in transport, reducing times, copying materials and barriers to entry into the industry, increasing the distribution channels, expanding project times and the contents made available, and increasing the ease and flexibility for advertising contents**. The new distribution environment



will optimize the commercial relations between producers/distributors and exhibitors, thereby facilitating agreements and opening up new business opportunities.

The advent of this platform will benefit the end users by **improving the viewing quality and increasing the offerings in terms of content types** -the system proposed by CINNEO allows for live broadcasting of events (sporting events, concerts, etc.)- as well as the **programming of thematic cycles of contents stored in the database.**

Similarly, CINNEO proposes a series of benefits for society as a whole, including a **reduction of the environmental impact caused by the destruction of analogical copies** -a very polluting process- which disappears with the use of digital forms; **greater protection of contents and control over distribution channels** and a **decrease in the risks of illegal or fraudulent copies** -the structures of digital networks ensure security in the exchange of contents and respect for the rights associated with those contents -.

The second and final stage will include requesting the renewal of the subsidy from the Ministry, developing and implementing the platform (technologies and processes), carrying out tests and putting the use of the results into action.

CINNEO has a website www.cinneo.com filled with specialized information to track and learn more about the project in all of its stages. **At this site, you can find a full description of the project's background, objectives, benefits, participating companies, news, press materials and related links.**

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