

MOTION PICTURE  
T H E A T R E  
A S S O C I A T I O N S  
O F C A N A D A



La Fédération des  
Associations de  
propriétaires de  
cinémas du Canada

MEMBER  
ORGANIZATIONS

ORGANISATIONS  
MEMBRES

Atlantic Independent  
Theatre Exhibitors'  
Association

Atlantic  
Motion Picture  
Theatre Exhibitors  
Association

Associations des  
Propriétaires de  
Cinémas et de  
Ciné-parcs  
du Québec Inc.

Motion Picture  
Theatres  
Association  
Of Ontario

Motion Picture  
Theatre  
Association  
Of Manitoba

Motion Picture  
Theatre  
Association  
Of Saskatchewan

Motion Picture  
Theatre  
Association  
Of Alberta

Motion Picture  
Theatre  
Association Of  
British Columbia

1235 BAY STREET,  
SUITE 400  
TORONTO, ONTARIO  
M5R 3K4

416-969-7057  
c: 905-691-3462  
f: 416-969-8916

e: mptac.ca@ca.inter.net  
w: www.mptac.ca

July 8, 2011

MEMORANDUM

To: All Canadian Cinema Owners

From: MPTAC and Our Provincial Associations

RE: Digital Cinema Conversion

The Digital “roll-out” is now well underway. Cineplex Entertainment and Empire Theatres have formed a Canadian Digital Cinema Partnership (CDCP) to plan and implement the deployment of digital projection equipment in the two partner’s theatres. On June 21, 2011, CDCP announced that it had completed its financing transactions and had executed deployment agreements with a number of studios (see attached). As a result, they will begin their roll out of digital systems immediately with a plan to complete their conversions within the next 18 months. AMC is part of the American cooperative, DCIP and they also are working along similar time lines.

This will mean that at least 1,800 major circuit Canadian screens will be converted to digital and we are not counting, in that number of screens, the many Canadian regional circuits and independent theatre owners who have also jumped quickly onto the digital bandwagon. They have also started their own digital conversions to take advantage of the Hollywood studio’s 3D product and alternative content.

What this means for other Independent theatre owners that have not started converting to digital, is that the studios will be producing less and less film prints over the next 18-24 months. At some point in the next few years, it is expected that studios will stop supplying film prints altogether. We don’t know exactly when this will happen but we do know that it will happen.

If you have not already started your discussions with Digital Integrators- Cinedigm, Christie, Barco and GDC, we are asking you not to wait any longer ...but to start exploring your options immediately.

Our sister association, NATO has prepared a “cheat sheet” with many of the frequently asked questions about digital cinema and the conversion process. It will also give you both Canadian and American contacts to phone for more information and start you down the “digital” path.

Our local Canadian technical service companies may also be a good place for you to start searching out information, since you will also have to have “service contracts” in place, in order to finalize your digital deals.

Cinematronix- Kevin Eagle- (604)-592-5511

King Cinema Services- Eldon Wilson – (780)-455-1622

Projectech Group- Kevin DeRijck- (403)-605-434

These companies are just a few of your options here in Canada. They have participated in our ShowCanada tradeshow for many years and are currently helping other Canadian cinemas owners through the transition to digital.

The time for waiting is OVER. It is now time to ACT!

The cinemas that have already added digital and 3D screens have told us that it is GREAT for business and has opened NEW revenue producing opportunities including additional revenues from alternative digital product, sporting events, opera, live concerts, and theatre with much more to come in the future.

**PLEASE TAKE ADVANTAGE OF THIS IMPORTANT OPPORTUNITY TO EXPAND YOUR BUSINESS..... AND TAKE A LEAP INTO THE FUTURE OF OUR INDUSTRY!**