ISIDE

Innovative Satellite Interactive Digital Entertainment
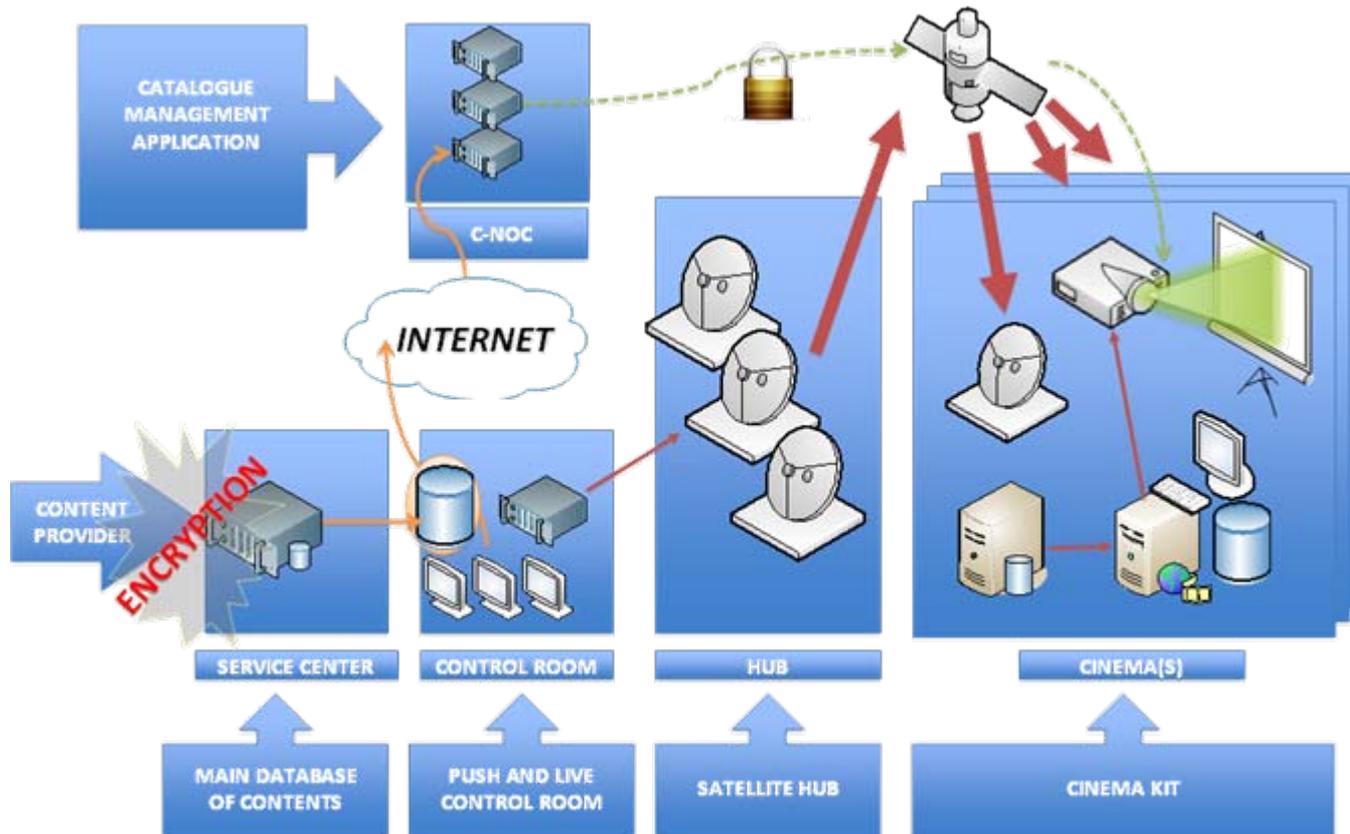
Silvana Molino
MICROCINEMA

➤ E**+**D Cinema **=** Network Cinema

➤ Cinema **+** Satellite **=** bi-directional link for
- *Central Network Operation Centre*
- *Movies and Live events service delivery*
- *Monitoring&Control and value added services*

- Reference Environment **+** Accessibility **=** Validation Platform

- Technology **+** Content **=** On line DRM protected catalogue

- R&D **+** paying public **=** Real (and market-proof) start up

- Satellite **+** Creativity **=** Global Stage event
  - *Connecting Italy and Burkina Faso theatres in a gloabal virtual theatre*

PARTNERS ROLES & ESSENTIALS

- Project duration: 30 months 06/07/07 – 31/12/09 => 30/04/10

- 18 users involved: 16 Cinemas + BIC Lazio and ESA-ESRIN premises

- **Microcinema:** Cinemas Applications and Theatres Infrastructures Systems Integration, Value Added Service Provisioning, Contents gathering, Digital Network management expertise

- **OpenSky:** Integration of Satellite Equipment in Cinemas, Satellite Services for Content Delivery and Live Systems, Network Management

- **Skylogic:** Satellite Network and Satellite Service Provisioning

- **Digital Pictures:** "Global Stage" Special Event in Roma Alternative Interactive Contents proposal and gathering

- **Bic Lazio:** Hosting of Validation Platform, Entrepreneurial development

PROMO

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PROJECT GEOGRAPHY

Children Xmas concert

Teatri del Sacro representation

I've seen films fest

M.Hack interactive meeting

Thais live opera

O = receiving cinemas
- Roma
- Sassari
- Conversano (BA)
- Robegano (VE)
- San Remo (IM)
- Milano
- Botticino (BS)
- Sciacca (AG)
- Lioni (AV)
- Carugate (MI)
- Bologna
- Monza
- Sarzana (SP)
- Torino
- Firenze

O = events locations
- Roma
- Milano
- Lucca
- Torino

- Speak the language your customer wants to hear: confusion between content distribution and content delivery can be an enemy

- Money is not enough: the financing model is important but not more than the autonomy and the management style

- Advertising is not always the trade's soul: digital adv distribution was not ready to enter the market as partners though

- Live is life: live performances discovery and test "covered the exhibitors of gold"

- Communication is the grater issue: for supporting content, technology, service, system proposals

- Project perfectly in time: Digital cinema is experiencing a booming period, driven also by 3D

- Validation Platform created in BIC Lazio fully operative: it has been upgraded by a link to a second test venue in ESA-ESRIN

- Bidirectional satellite link daily used between theatres and Cinema Operation Centre (C-NOC): push of contents, live events, monitoring and control, value added services like booking, billing, statistics...

- More than 150 N-Cinemas (Networked Cinemas) up and running: D- and E-Cinema integrated in a unique interoperable state of the art network.

ISIDE

- Contents and events catalogue on line: really and actually available, composed by HD commercial DRM protected files

- The first "Computer Aided Cinema Network": end-to-end full digital solutions improve exhibitors and distributors activities

- 12 months of Pilot Operation period with paying public and feedback questionnaires: Market start-up but also Market follow up after the end of the project

- Opportunity to offer a "cultural revitalizing" in small towns

- ISIDE for Africa spin off: a self standing project run at the end of ISIDE for educational purposes involving 6 partners in Burkina Faso, Congo and Burundi for 12 months

SEE YOU

Thank you for your kind attention

and

see you in Cinema!!

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