

2016 SCHEDULE OF EVENTS

Day 1 - Tuesday, 23 August 2016

9.00 am onwards	Trade Show & Convention Registration
10.30 am - 6.30 pm	Trade Show
10.30 am - 6.30 pm	VIP Lounge Powered by MasterImage 3D (Special credentials required to gain admittance)
	Full day CafeBar Sponsored by Harkness Screens

10.30 am - 11.30 am	Big Cine Expo 2016 Inaugural Ceremony Guest of Honour: Shri. Subhash Ghai ji
11.45 am – 12.45 pm	Cinema Marketing – Tips & Tricks for Revenue Growth Internet and social media are proving to be the new-age marketing tools for cinema marketing. The studios are adopting the right marketing strategies and capitalising on social media networks and online communities, apart from the tried and tested conventional media (television and print), to spread the word. But the moviegoer is also extremely savvy and can see through the massive hype surrounding a big movie release and the better offering at the cinemas. The industry gurus debate over the best marketing tips and tricks for enhancing the revenues. <i>Panelists:</i> Rajeev Chakrabarti - CMO, Inox Leisure Kamal Gianchandani - President, PVR Cinemas Rahul Puri - Managing Director, Mukta A2 Cinemas Udeep B - Chief Executive Officer, Mayajaal Entertainment Sohan Roy – Chairman, Aries Plex <i>Moderator:</i> Natraj .G, Cinema Consultant
12.45 pm – 2.00 pm	Lunch Sponsored by Harkness Screens
2.00 pm - 3.00 pm	Master Class on Cinema Sound Design <i>Presenter-</i> Samir Mistry - Application Engineer - Cinema Sound, Harman International
3.00 pm - 4.00 pm	4K/Laser/3D – Future-Proof Technology in Projection Cinema viewing has always been an enigmatic and unique experience. Technology trends in cinema projection have evolved over the years and one can see a paradigm shift towards adopting the best and the latest. The cinema exhibition sector in India has become highly mature and the future technology migration adoption is happening with a great deal of pragmatism and critical insight. The industry leaders present the best future-proof projection technology for the cinema exhibition industry in India and world over. <i>Panelists:</i>

	<p>Rajesh Patkar, Deputy General Manager, Christie Digital India Nico De Clercq - Strategic Marketing Manager, Barco Adam MacDonald - Director, MasterImage 3D Yusuf S Galabhaiwala - Galalite Screens</p> <p><i>Moderator:</i> Manojkumar Madhavan - Head of CorpCom & Marketing, Real Image Media Technologies</p>
4.00 pm - 5.00 pm	<p>Big Cine Expo Awards 2016</p> <ul style="list-style-type: none"> • India's Top Multiplex Chain of the Year • Best Theatre of the Year • Best Technology Adopter of the Year • Best Single-Screen Theatre of the Year • Best Adapted Single-Screen to Multiplex Cinema • Innovative Technology of the Year • Special Achievement Award
5.00 pm - 5.30 pm	<p>24AM Studios Presents Promotion of its Tamil Movie REMO Written & Directed by Bakkiyaraj Kannan, Starring Sivakarthikeyan and Keerthy Suresh <i>(The use of cameras or any electronic device audio or video is strictly Prohibited. Please completely power down your mobile devices before the start of the presentation)</i></p>
5.30 pm - 6.30 pm	<p>Studio Presentation & Screening <i>(The use of cameras or any electronic device audio or video is strictly Prohibited. Please completely power down your mobile devices before the start of the presentation)</i></p>

Day 2 - Wednesday, 24 August 2016

9.00 am onwards	Trade Show & Convention Registration
10.00 am - 5.30 pm	Trade Show
10.00 am - 5.30 pm	VIP Lounge Powered by MasterImage 3D <i>(Special credentials required to gain admittance)</i>
	Full day CafeBar Sponsored by RXD 3D

10.00 am - 11.00 am	<p>Architectural Splendour of Cinemas</p> <p>Designing the architecture for cinema premises will be an extremely challenging task and a radically different experience in the future. The architects, acousticians and interior designers need to come up with rejuvenating ideas to produce bold, brilliant and smart concepts for cinema architecture. Will it bring the splendour back to the buildings and will the architects rise up to the challenge? Let's find out from the expert panellists.</p> <p><i>Panelists:</i> Ar. Eranna Yekbote - Era Architects Ar. Prakash Gore - PGAG Architects Ar. Vikas Sabharwal, ivpartners Ar. Shubhashish Modi - Arris Architects</p> <p><i>Moderator:</i> Sandeep Mittal – Director, Anutone Acoustics</p>
11.00 am – 12 noon	<p>5.1 or 7.1 or Immersive Sound - A great debate!</p> <p>By the end of 2016 India could see a lot of immersive sound installation taking away the conventional 5.1 or 7.1 surround sound. Theatre owners are bit confused to go in for the new technology or keep the existing sound, ROI, increased foot falls, etc and also</p>

	<p>many manufacturers coming up with their own technology. A great debate!</p> <p><i>Panelists:</i> Renjith S Nair – Domain Manager (Immersive Audio) Real Image Media Technologies Ashim Mathur - Senior Director - Marketing, Emerging Markets, Dolby Labs Anirvan Ghose - Director, Pulz Electronics R P Balamurugan - Executive Director, Pro Visual Audio Joyson Kumar – Vice President, AGS Cinemas</p> <p><i>Moderator:</i> S Sankarshan – Director Technical, Sonics</p>
12 noon - 12.45 pm	<p>Why Maintaining Presentation Quality Matters?</p> <p><i>Presenters-</i> Matt Jahans – Director of Cinema Technology, Harkness Screens Richard Mitchell - VP Global Marketing & Commercial Development, Harkness Screens</p>
12.45 pm - 2.00 pm	<p>Lunch</p> <p>Sponsored by GDC Technology</p>
2.00 pm - 3.00 pm	<p>Provoking Single-Screen to Multi-Screen Adaptation</p> <p><i>Presenters-</i> Shubhashish Modi & Satish Shetty, Arris Architects Jaiswin T. Jayan, Jaithra Film Exhibitors</p>
3.00 pm - 4.00 pm	<p>Piracy – the Nightmare for Cinema Operators</p> <p>Movie piracy is affecting the cinema exhibition industry globally and in India. The estimated revenue loss to the box office globally is to the tune of US\$5 billion approximately. Can the cinema operators win the war against piracy? Let’s hear it from the horses’ mouth.</p> <p><i>Panelists:</i> Abirami Ramanathan – Managing Director, Abirami Mega Mall Amit Sharma - Director, Miraj Entertainment Manish Vaishampayan - Content Protection, MPAA India Rajkumar Akella - Chairman, Anti-video Piracy Cell, TFCC</p> <p><i>Moderator:</i> Sreedhar Pillai - Film Journalist</p>
4.00 pm - 6.30 pm	<p>VIACOM 18 Motion Pictures Invites You to an Exclusive Presentation and Special Screening of</p> <p>BEN-HUR</p> <p><i>(The use of cameras or any electronic device audio or video is strictly Prohibited. Please completely power down your mobile devices before the start of the presentation)</i></p>

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