

## 2017 SCHEDULE OF EVENTS

### Day 1 - Tuesday, 8 August 2017

9.00 am onwards	<b>Trade Show &amp; Convention Registration</b>
10.15 am - 6.30 pm	Trade Show
10.00 am - 6.30 pm	<b>CAFÉ</b> <i>Sponsored by Pulz Electronics</i>
10.15 am – 6.30 pm	Movie Trailers/Fillers between the presentation slots <i>The convention Auditorium is equipped with:</i> Screen Partner – Galalite Screens Projection Partner – Christie Digital Sound & Integration Partner – GM Audio Content Partner – Qube Cinema Technologies
10.15 am - 11.00 am	<b>Big Cine Expo 2017 Inaugural Ceremony</b>
11.10 am – 11.40 am	<b>The Baahubali Learning - What Next for Theatrical in India?</b> <i>Presented by</i> Naveen KL –Head - Strategic Ventures, Qube Cinema Technologies
11.50 am – 12.10pm	<b>Dolby Atmos, a Household Name in India: Journey so far...</b> <i>Presented by</i> Sameer Seth – Director, Marketing - India, Dolby Technology <i>In conversation with</i> D Teddy Joshua – Head Engineering & Projects, SPI Cinemas
12.20pm–1.00 pm	<b>Be Better Than Your Competition</b> <i>Presented by</i> Jacques F. Dornbierer Hogan – CEO, DorInternacional, Mexico
1.00 pm – 2.00 pm	<b>Lunch</b> <i>Sponsored by GDC Technology</i>
2.15 pm – 3.00 pm	<b>Developing Retail &amp; F&amp;B Trends in Cinema</b> <i>F&amp;B and Retail are contributing immensely to the revenues of multiplexes and cinema chains. Large multiplex chains earn around 20 to 25% of their revenues from the F&amp;B business. The estimated revenues from the F&amp;B business in cinemas are around Rs 2000 crores in 2016. This session will focus on the new trends in the cinema Retail and F&amp;B segment that is driving the business.</i>  <i>Panelists:</i> Rajeev Chakrabarti– CMO, Inox Leisure Devang Sampat–Director, Strategic Initiatives, Cinepolis

	<p>Rahul Puri– Managing Director, Mukta A2 Cinemas Dina Mukherjee – CMO, Carnival Cinemas</p> <p><i>Moderator:</i> AkshayRathi– Director, Saroj Screens</p>
3.15 pm – 4.15 pm	<p><b>Big Cine Expo Awards 2017</b></p> <ul style="list-style-type: none"> <li>• India’s Top Multiplex Chain of the Year - PVR Cinemas &amp; Carnival Cinemas</li> <li>• Best Multiplex Theatre of the Year - Miraj Cinemas Anupam, Mumbai</li> <li>• Best Single-Screen Theatre of the Year - Sudarshan 35mm, Telangana</li> <li>• Best Adapted Single-Screen to Multiplex Cinema - SVR Visuals, Dharmapuram, Tamil Nadu</li> <li>• Best Technology Adopter of the Year - INOX Leisure Ltd</li> <li>• Innovative Technology of the Year - GDC TECHNOLOGY TMS-2000</li> <li>• Most Trusted Brand of the Year - IMAX</li> <li>• Special Achievement Award – Ashish Hemrajani(BookMyShow)</li> </ul>
4.30 pm – 5.15 pm	<p><b>The Next Generation Cinema Viewing Experience</b></p> <p><i>Digital cinema technologies is undergoing a seismic change and is set to unleash the best cinema viewing experience with the latest next generation projection and display technologies. The new display developments include the latest in RGB laser and Phosphor projection technologies, apart from the LED cinema screen technologies being offered. A sneak preview on what is creating a buzz in the cinema viewing technology domain.</i></p> <p><i>Panelists:</i> Dr. Don Shaw – Sr. Director - Cinema Sales, Asia Pacific, Christie Digital Nico De Clercq– Strategic Marketing Manager, Barco Yusuf S Galabhaiwala–Director - Operations, Galalite Screens RekstenAranha– Regional Head - Technical Services, GDC Technology</p> <p><i>Moderator:</i> Sriram Sistla – Independent Cinema Consultant</p>
5.30 pm – 6.15 pm	<p><b>Motion Picture Association - Anti Video Piracy</b></p> <p><i>Presented by</i> RajkumarAkella - Honorary Chairman, Governing Council, Anti Video Piracy Cell, Telugu Film Chamber of Commerce Lohita Sujith – Director, Corporate Communications, MPA India</p>

## Day 2 - Wednesday, 9 August 2017

9.00 am onwards	<b>Trade Show &amp; Convention Registration</b>
10.00 am - 5.30 pm	Trade Show
10.00 am - 5.30 pm	<p><b>CAFÉ</b></p> <p><i>Sponsored by Pulz Electronics</i></p>
10.00 am – 5.30 pm	<p>Movie Trailers/Fillers between the presentation slots</p> <p><i>The convention Auditorium is equipped with:</i> Screen Partner – Galalite Screens Projection Partner – Christie Digital Sound &amp; Integration Partner – GM Audio Content Partner – Qube Cinema Technologies</p>

<p><b>10.15 am - 11.00 am</b></p>	<p><b>“Wonder Woman” – Women in Cinema Business &amp; Women as Audience</b></p> <p><i>A window into the world of women in a male-dominated business culture and into the world of women as audience! Women and family account for a major percentage of cinema audience. Watching the latest movies at the cinemas is a perfect way for women to catch up with friends and family. Attracting more women audiences to cinemas is also a way to boosting the box office collections. Let’s see what our all-women panel has to say.</i></p> <p><i>Panelists:</i>  Nallammai Ramanathan – Executive Managing Director, Abirami Mega Mall  Nayana Borthakur – Asst. Vice President, Inox Leisure  Vaishali Hanumanth – Managing Director, DRC Cinemas  Janaki Sabesh – Stakeholder Engagement Head at QCT, Actor &amp; Storyteller</p> <p><i>Moderator:</i>  Asra Shaheen – Sub Editor, TheatreWorld</p>
<p><b>11.15 am - 11.55am</b></p>	<p><b>Cinema Design – Challenges of Tomorrow</b></p> <p><i>Presented by</i>  Sandeep Mittal – Director, Anutone Acoustics  Ar. Shubhashish Modi &amp; Satish Shetty – Arris Architects</p>
<p><b>12.15 pm - 1.00 pm</b></p>	<p><b>Tracking the Premium Large Format Cinema Experience &amp; Growth</b></p> <p><i>The Premium Large Format cinema experience is driven by the need to present the ultimate theatrical experience. Globally there are around 2500 PLF screens. USA is leading with 50% of the PLF screens, followed by 30% in Asia-Pacific with China leading the market in Asia. What does future behold for the PLF market growth in India? Let’s hear from the experts.</i></p> <p><i>Panelists:</i>  John Schreiner – Sr. Vice-President, Imax Corporation  Senthil Kumar – Co-founder, Qube Cinema Technologies  Preetham Daniel – Senior Vice President - Asia, Harkness Screens  Raj Vartak – Director - Cinema Sales, Dolby Labs</p> <p><i>Moderator:</i>  Akshaye Rathi – Director, Saroj Screens</p>
<p><b>1.00 pm – 2.00 pm</b></p>	<p><b>Lunch</b></p> <p><i>Sponsored by GDC Technology</i></p>
<p><b>2.15 pm – 3.00 pm</b></p>	<p><b>Illumination Options for Cinema</b></p> <p><i>Presented by</i>  Dr. Don Shaw – Sr. Director, Cinema Sales, Asia Pacific, Christie Digital</p>
<p><b>3.15 pm – 4.00 pm</b></p>	<p><b>Smart Investment for Your Future Cinema</b></p> <p><i>Presented by</i>  Pradeep Shetty – COO, UFO Moviez (South Region)  Vishnu Patel - CEO - Special Projects, UFO Moviez</p>
<p><b>4.15 pm – 4.45 pm</b></p>	<p><b>EclairColor – the New Revolutionary HDR Solution</b></p>

*Presented by*  
Christof Federle – Regional Manager – CinemaNext/Ymagis Group, France

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