

**8 September 2006**

## **International Exhibitor Associations Letter Regarding Certification for Digital Cinema**

As representatives of cinema operators in our respective regions, we write to support the formation of a unified, international body for the purpose of creating a certification program for digital cinema equipment. Important and significant work has been accomplished and continues to evolve in digital cinema. Several bodies have developed, or are developing, technical specifications and standards for digital cinema equipment. While this work promises to provide the tools for a high quality and secure experience for movie patrons, it alone is not sufficient to guarantee a minimum level of performance for digital cinema equipment. Therefore, we make this statement of support for a unified, international program for digital cinema equipment certification.

At a minimum, the digital cinema equipment certification program should bring confidence to exhibitors and content owners that available digital cinema equipment meets technical specifications and standards. It should nurture a competitive but fair marketplace for digital cinema equipment by clarifying minimum product performance levels. It should provide a place where industry-wide upgrades can be discussed and planned. The complexity of digital cinema equipment makes it difficult, if not economically impossible, for an exhibitor to individually perform specification compliance tests. Even if such tests are performed by others, there is no guarantee that tests performed on early product samples will reflect product performance when produced at a later time.

Therefore, a qualified international certification program is required having these key characteristics:

Management, maintenance, and enforcement of a fair and neutral certification program by an international body in which participation is open to all industry stakeholders,

Equipment specifications representing the agreed requirements of all participants,

Enforcement of the equipment specifications through use of an internationally recognized trademark,

Obligation assumed by the product manufacturer for meeting the equipment specifications.

To launch this effort, we support the formation of an international industry body where the details of this program can be discussed, agreed upon, and implemented.

We appreciate the opportunity to share our concerns with you, and look forward to the formation of an international body for digital cinema equipment certification.

Signed:

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