



## **CINEMA OPERATORS WORLDWIDE CALL FOR DIGITAL CINEMA EQUIPMENT CERTIFICATION**

***For Immediate Release***

**September 8, 2006**

In a continuing demonstration of worldwide commitment to digital cinema excellence, cinema trade association executives from North America and Europe today released a letter calling for creation of a certification program for digital cinema equipment. Recognizing that the motion picture theatre industry faces the most significant technological transition in its history, and that technical specifications alone are not sufficient to guarantee a minimum level of performance for digital cinema, the trade associations from fourteen countries defined the necessary characteristics of a qualified and unified certification program.

Here in the U.S., John Fithian, President & CEO of the National Association of Theatre Owners, signed the statement on behalf of his members. "Theatre operators need equipment certification before a substantial roll-out can begin," Fithian stated. "Digital cinema offers the promise of an enhanced theatrical experience for our patrons, but only if the equipment actually works as intended."

A copy of the digital cinema certification letter is attached to this release. Original signatures from the various cinema associations are located in the offices of the National Association of Theatre Owners in Washington, D.C., and the Union Internationale Des Cinémas in Paris, France.

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