

UNIC TECHNOLOGY SESSION  
27 January 2021  
14.00 – 17.00 CET



This session will be hosted and moderated in collaboration with our colleagues at Celluloid Junkie and Filmgrail - a huge thanks for their support! [Please register via this link.](#)

## Programme

- 14.00 Welcoming words from **Patrick von Sychowski**, Editor, Celluloid Junkie, **J.Sperling Reich**, Executive Editor, Celluloid Junkie and **Laura Houlgatte**, CEO, UNIC
- Introduction from **Guillaume Branders**, Senior Industry Relations Manager, UNIC
- 14.05 Technology update – Optical safety distances for lamp projectors
- Update on the recently published European legislation on safety measures for lamp projectors in cinema, published by the International Electrotechnical Commission (IEC) in December 2020.*
- Speakers  
**Mike Bradbury**, Group Head of Sound & Projection, ODEON Cinemas,  
**Rolv Gjestland**, Advisor in cinema concepts, design, logistics and technology, Film&Kino and **Goran Stojmenovik**, Chairman Of The Board, LIPA
- 14.25 Video update from UNIC partners
- 14.40 Panel debate – The recovery of cinema technology: maintenance, energy efficiency and lifetime
- This session will discuss the practical aspect of the recovery process, looking at the daily challenges faced by cinema operators when it comes to the equipment they own or that they plan to invest in.*
- Speakers  
Moderated by **Jan Rasmussen**, Head of Screen Technology, Nordisk Film Cinemas, in conversation with **Adil Zerouali**, Senior Sales Director Cinema EMEA, Christie, **Mark Kendall**, Business Development Manager, NEC Display Solutions EMEA and **Tom Bert**, Director of Cinema Technology, Barco.

This panel will be followed by a live conversation with UNIC Technology Group member **Jan Rasmussen**.

15.15 Video update from UNIC partners

15.30 Panel debate – The future of the cinema-going experience in a post-COVID world

*This panel will explore the short to long term impact of COVID-19 on the cinema-going experience and audience engagement, with a focus on the relevance of cinema technology, premium formats and content.*

Speakers

Moderated by **Patrick von Sychowski**, Editor, **Celluloid Junkie**, in conversation with **Friedrich Deininger, Sr.** Regional Director Cinema EMEA and India, **Dolby**, **Alessandra Pavan Bernacchi**, Director, Theatre Development, EMEA, IMAX and **Bobbie Andrews**, Marketing & New Product Director: Co-MD, EMEAR, RealD.

This panel will include testimonials from members of the UNIC Technology Group:  
**Oleg Berezin**, Chairman, Russian Association of Cinema Owners (Russia)  
**Laura Fumagalli**, Marketing & Events Manager, Arcadia (Italy)  
**Jaime Tarrazon**, International Relations, Federation of Spanish Cinemas (Spain)  
**Marcin Czubak**, Technology Director, Helios (Poland)  
**Benjamin Dauhrer**, CTO/CMO, CINECITTA' Multiplexkino (Germany)

16.00 Video update from UNIC partners

16.20 Panel debate - The long term impact of COVID-19 on the cinema technology ecosystem, from film production to the Big Screen

*This session will be focusing on the broad impact of the pandemic on cinema technology and its various stakeholders in the film value chain, from content production to the Big Screen.*

Speakers:

Moderated by **David Hancock**, Director, Cinema at OMDIA, in conversation with **Jean-Francois Gagnon**, Global Sales Director, Theatrical, DBOX, **Tim Potter**, VP of Sales EMEA & International at CinemaNext, **Adam MacDonald**, European Sales Manager at GDC Technology and **George Eyles**, EVP and General Manager Worldwide Cinema at Deluxe

This panel will be followed by a live conversation with UNIC Technology Group member **Roland Jones**, Executive Director, Technical Services, **Vue Entertainment International**

16.55 Video update from the European Digital Cinema Forum, Cinema Technology Community and International Cinema Technology Association

17.00 Concluding remarks