

ISDCF Main Meeting Notes – April 18, 2024
In person - Harman and Zoom

ISDCF Sponsoring Companies



2024 Sponsoring Companies: AEGISOLVE, AMC, Barco, Christie, Dolby, Eikon, GDC, HeyLED, Paramount, Samsung/Harman, Sharp/NEC, Warner Bros.

2023 Sponsoring Companies: AMC, The Cinema Foundation, Christie, Barco, Deluxe, Dolby, EIKON, GDC Technologies, Harkins Theatres, Marcus Theatres, NATO, Paramount, Pixelogic, Qube, Samsung/Harman, Sharp/NEC, Sony Pictures, Texas Instruments, Universal Pictures, Village Cinemas Australia, Walt Disney Pictures, Warner Bros., Xperi/DTS

Upcoming Meetings

Tuesday June 25, 2024 In Person - Location: Harman and Zoom

Possible Audio demonstration near this date

Tuesday August 6, 2024 In Person - Location: Probably Harman and Zoom

Thank you to companies that have paid dues for 2024 - including AEGISOLVE, AMC, Barco, Christie, Dolby, Eikon, GDC, HeyLED, Paramount, Qube, Samsung/Harman, Sony, Warner Bros.

Part 1: General Reporting

Housekeeping:

- Zoom meeting (provided by ISDCF)
- Set next meeting dates (above).
- Thank you ISDCF for support of the Chairman.
- Thank you to Dean Bullock for providing general expenses and admin support.
- Meeting notes from February 27, 2024 approved and to post to open website
- Legal reminder / press reminder / Antitrust Disclaimer. The official antitrust guidelines are posted on our website and are linked from the main ISDCF page. A short verbal overview of guidelines was given. Please no-social-media for discussions held at ISDCF.

Organizational Issues:

InterSociety Board:

President: Steve LLamb

VP: Reiner Doetzkies

Secretary / Treasurer: Dean Bullock

Executive Director: Jerry Pierce - and chairman ISDCF

Members: Susie Beiersdorf, Mark Collins, Sean Romano, Don Tannenbaum, Mark Waterston

Still looking for nominations for Ken Mason Award. Please send nominations to Jerry for the presentation at ICTA LASS in January 2025.

InterSociety financial status (about \$55K in the bank) One outstanding sustaining member invoice.

Attendance is at end of these notes.

Action Items from April 18, 2024

1. Provide nominations for Ken Mason award to Intersociety Board (please!).
2. Write a note for facility/studio registry to indicate policy for an organization that changes it's name. They must have a new code. The suggested changes will be circulated to the full group (email) for comments.
3. Get a copy of the registration list for CinemaCon TechTalk to invite them to participate in ISDCF going forward.
4. Explore the possibility of a one-day exhibition technology conference on Monday at CinemaCon - probably start with Mitch.
5. Schedule a demonstration of the ISDCF audio test material in standard theaters. Document how we think it SHOULD sound like and begin demonstration in other venues.
6. If you are interested in detail work on finding the root cause of image artifacts that are being discovered, contact Jerry and he will connect you with the appropriate people.
7. We should post a link for Note 1 artifact discussion (RDD52 GitHub) to a new ISDCF artifact page.
8. Add the ISDCF version of the RDD52 document to ISDCF's technical document page.
9. Begin posting on LinkedIn messages that need to be shared with the wider exhibition community. Items like "upgrade your software to avoid the CERT problem."
10. Prepare letter to present to exhibition (especially the smaller circuits) describing the need to upgrade hardware/software. Get signatory from studios/service providers/equipment manufacturers.
11. ~~Provide a requirement document for in-theater bring your own device synchronization that would meet the needs of consumers, studios, and exhibitors. This might kick start industry thinking to come up with a common solution. (This should be created by studios.)~~
12. Call another meeting of the security subcommittee.

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CinemaCon Highlights

Many new products coming to market - especially in displays.

Barco displayed their light steering technology.

Dolby announced that they will be selling Dolby Vision projectors and Dolby Atmos independent of Dolby Cinemas - which is Dolby Vision plus Atmos plus design. (Details not discussed at this meeting.)

There were a number of presentation technologies that provide some HDR characteristics.

We don't have a clear understanding about the need for new image versions for these new display technologies. We do know that IMAX, Dolby, Cinergy all are separate "eco-systems." Some creatives require a different image version for the set of projection systems.

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ISDCF / IT Naming Convention

No news is good news. Mostly quiet and moving forward.

We did bring up a question for registry of facilities/studios that have a new name. We decided if a facility/studio changes its name, it must have a new code. We will add this information note to the introduction to the registries.

The language for the policy should be circulated with the reflector/github for changes to policy for the registry.

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CinemaCon 2024 - TechTalk Tuesday evening

Much like Ted Talks, it was 12-ish minute sessions (5 sessions) and about 40-50 attended. A good audience engagement during the session. It was successful in bringing new people to both ICTA and ISDCF to discuss technology issues.

We decided that it was a good event, but Tuesday evening was problematic. Some suggested either Monday or Wednesday night would be better. We should get a copy of the registration list. Wednesday would have been a much better day in 2024.



But what about 2025?

There was some discussion of holding some kind of Cinema Technology one day conference associated near CinemaCon location and time. It could be addressing all exhibition technologies - not just image and sound. Low level technology conference plus image and sound. Invite presentations on any topic - Exhibition Technology (anything having to do with technology in the theater.) The goal is to help all sides of exhibition. We would need to reach out with CinemaCon staff to see if there was a possibility to co-locate at CinemaCon.

The ICTA Wednesday session at CinemaCon was well attended and provided amazing amount of information on Family Entertainment Centers.

The goal is once a year, a reason to attend CinemaCon in addition to this tech summit. There is a possibility for SMPTE to be part of the event - back to the root of InterSociety!

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Around the June meeting date - June 25

Possibility to have a demonstration of the ISDCF audio test material (which is near completion).

We are thinking of having an Intersociety Board two-day tour of studios, service providers, hardware providers and exhibitors to solicit information about what is needed in the industry. Find “pain points” for ISDCF/SMPTE to address. Provide a report on state of the industry to our members.

The dates can be a problem due to the proximity to CineEurope. Maybe July is a better time for the audio and tours.

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Audio Test Material Demonstration

The goal is to test the 15 minute test material that ISDCF (Brian Vessa/Jerry Pierce/Steve LLamb/others) have created in a few screens to understand how the content works in various venues. We need to understand how it really should sound so we can compare to how it does in other (non-traditional) audio systems/screens. We need to document what it should sound like - probably a description that goes with the content.

There are new theaters in Regency theaters in Van Nuys that have LED screens and others types as well.

We need to document what is a reference room and what it should sound like. We should test at reference rooms - like at Deluxe ITC, Universal Hitchcock, a studio soundstage or some other venue that is well know to mixers as good locations.

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“See something, Say Something!”

There is a feeling that we need to be more aware of signs of problems in order to find future problems.

The group working on legacy / image artifacts are working on an input document to report intermittent issue that may be discovered in the field or in mastering facilities. ISDCF may host a registry / GitHub to track these discovered artifacts / issues. ISDCF will NOT be field support for problems. Normal pipelines for solving problems.

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Image Artifacts

It is very important for users to pay attention to their equipment manufacturer for updates and to especially be aware of equipment that is no longer supported since there may be issues that will not be addressed at some time in the future.

In image artifacts: 0ffff can be detected in authoring. (This is referred to as “Note 1” artifact.) It can’t be solved by updates in the field. It can be fixed in encoders to avoid a bitstream event. The solution is listed as part of RDD52 GitHub. We should add a link to the ISDCF website. We should also create a webpage for image artifacts - including the description of Note 1. We need to add ISDCF’s version of RDD52 to our technical document list.

Still dealing with the Unbalance / CZ issues. It seems that these issues are ones that crash / impact the decoder and it takes a few seconds for the decoder to restore. It leaves artifacts on the screen while the decoder recovers. Content is being provided to chip manufacturers for them to analyze and may be able to identify the root cause. It’s a hard problem.

They are formulating some specific common nomenclature to describe the problems and severity of problems. From a rating system for the severity rating system 1=someone might notice to 5=sufficient that all can recognize and it should be rejected. They are also developing nomenclature for the on-screen effects.

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The CERT adventure

We believe that all hardware systems have updates that will fix this issue (see last month's meeting notes). This includes GDC, Christie, Sony and Dolby. Not all locations have installed the updates.

We are relying on studios, service providers and the manufactures to inform their users to do the updates.

There are a number of "little" theater owners who are reluctant to preform these updates. We think it is a issues for them now knowing the details and feeling "if it's not broke, don't fix it." We are searching for ways to get the message to these theaters. We know it's not a page on ISDCF describing the problem. We think we should use LinkedIn as a vehicle to get the message out.

We believe ISDCF can write a "letter" that would include signatory of many studios/ facilities that described the importance of doing updates to software/ hardware to continue to play content.

This will stay on our agenda to make sure SMPTE finds a place to put this. ISDCF's role is to monitor the SMPTE process to confirm a solution is underway.

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Digital Cinema 2.0 - well maybe Digital Cinema 1.5

The concept of Digital Cinema 1.5-2.0 was again discussed. It was pointed out that the US market is lagging behind International adoption of new features.

We started discussing what might be part of the big stuff for next generation:

- 1) Out of band delivery (versioning, captions, motion seats)
- 2) Bring Your Own Device support (audio / text / languages - it's happening internationally) It's not just accessibility, it's other uses as well.
- 3) Sync in-theater (not just audio correlation for sync)

- 4) Support for many new image characteristics (100nits, HDR, HFR, etc) for mastering and distribution.
- 5) Standardized support for streaming content

ISDCF should not be inventing things. We should be working with groups/ companies that provide solutions (open solutions?) and help devices meet the needs of all sides of the industry. If we can help companies by identifying issues (like security) we can help move things forward. Ask them to come to ISDCF as they do developments to help them solve problems that have already been solved.

ISDCF is a good place to float ideas and have approaches evaluated in a hurry to provide feedback on many of the critical elements to help companies avoid known problems in designing new products.

We discussed the use of audio sync in theater - one studio stated that the audio correlation system was not robust enough for studio content. Do we need to have an RFP to solve this? We could write constraints for a system that provides in-theater sync to bring-your-own-device. Another studio felt that the current audio sync was acceptable. It may need to be something that studios need to create the requirements (DCI?). Exhibitors probably won't move until studios indicate support.

To be continued...

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Audio Test Material

It's moving forward. Waiting for feedback from Brian for next round of video. We hope to have DCPs made in the next month.

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Immersive Audio

Some studio are now using "IAB" as the new content title text. Others continue using "ATMOS" alone. (The ISDCF recommendation is IAB alone.) [Note that we have accomplished this in April!]

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Security subcommittee

No meeting was held.

If you want to join this discussion, please email jerry@jerrypierce.org and ask to join the security discussion.

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Terminology Registry

Initial terminology registry was started <https://registry-page.isdcf.com/terms/>

No update.

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DCI

No updates.

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SMPTE update

Lots documents have been published.

All documents are available for MEMBERS of SMPTE - no paywall for members!!
(We should notice this to one of our LinkedIn posting.)

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The Cinema Foundation / CIT

No update.

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EDCF

EDCF tour went well!!

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Cinema Foundation

No updates

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Vendor updates

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Action Items from February 28, 2024

1. Form a committee to plan the TechTalks session at CinemaCon. Contact Jerry to participate. **Done**
2. DCI should update DSS for that equipment test for not-after date in CPL signatures. **Done.**
3. SMPTE needs to review which documents and how to update the spec to explicitly describe the use of not-after dates for CPL certs. (Perhaps 430-2 or RDD52) **Underway**
4. Write a information letter / note to authoring facilities to make them aware of the search for image artifact / code stream errors. Ask for examples! (Perhaps use the DCNC Facility Database email list?) **In process**
5. Update Naming Convention to prioritize the IAB/ ATMOS as leading element of the audio section. **Done**
6. Add art: artificial language to naming convention **GitHub issue underway**

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Attendance on last page.