

LARGE FORMAT CINEMA ASSOCIATION'S ANNUAL CONFERENCE AND FILM FESTIVAL DRAWS RECORD ATTENDANCE

May 25, 2001, Los Angeles, CA- Over 430 attendees gathered in Los Angeles last week, for The Large Format Cinema Association's 5th annual conference and film festival. Highlights of the three-day meeting were the Kodak Vision Award, a keynote address given by Producer Don Hahn of Walt Disney Studios, a three-part digital symposium, panel discussions on issues facing the large format industry, and the screenings and world premieres of over 20 large format films.

Reed Smoot, ASC, received the prestigious Kodak Vision Award at the opening night's reception and dinner at the California Science Center in downtown Los Angeles. Smoot's list of large format titles is lengthy and includes the dazzling *Shackleton's Antarctic Adventure* as well as the upcoming IMAX's *China: The Panda Adventure* (where Smoot was lead cinematographer), and *The Human Body*, which is currently in post production.

On Thursday, May 17, Don Hahn, producer of Disney's animated, Academy Award-winning *Beauty and the Beast* delivered the Keynote Address at a luncheon at the California Science Center. Hahn, one of the industry's most influential and successful animation producers, is the only producer ever nominated for a Best Picture Oscar ® for an animated film by the Motion Picture Academy. Hahn addressed issues affecting the large format industry, and discussed the upcoming large format treatments of two Disney animated films: the January 1, 2002 re-release of

Beauty and the Beast, which includes an added, never-before-seen musical number, "Human Again", and this summer's original *Atlantis*. Following the luncheon, attendees were treated to a 15/70 clip of *Beauty and the Beast* at the CSC's IMAX theater.

Also on Thursday, May 17, at the California Science Center, the LFCA Conference offered two exceptional panels: The Making of Large Format Films-The Experience, and The Future of Large Format Films: What films should we make and why?

In Panel One, The Making... moderated by Phil Streater of BPP/Principal Media, key creative personnel involved in the making of large format films shared their experiences with their recent projects from inception to completion. Panel members included cinematographer Reed Smoot, producer/distributor Jonathon Barker (SBK Films) and *All Access* director Martyn Atkins

In Panel Two, The Future... moderated by Andy Gellis of IMAX Corp., discussion covered creative and economic considerations for filmmakers and theaters, as well as provided insight into the challenges inherent in getting films leased by theaters and marketing films to the public. Panel members included Mark Katz (nWave Films), Christopher Palmer (National Wildlife Federation), Mary Kaye Kennedy (NOVA/WGBH) and Fred Bell (Edwards Cinemas).

On Friday, May 18, the LFCA 2001 offered a three-part seminar on Digital Cinema: "Image Acquisition, Manipulation and Presentation in Large Format". Parts 1 and 2, Acquisition and Manipulation were held at the Academy of Television Arts and Sciences, and were hosted by Robert

Dennis of CFI and moderated by Steve Schklair of Cobalt/Paradise FX and David Keighley of DKP/70MM, Inc. Preceding the discussion, seminar attendees were treated to a preview of *The 7th Portal*, the new 3-D ride simulation film from animator Stan Lee & Blur Studio, debuting at Paramount Parks this spring. Following the clip, panelists engaged in an intriguing discussion of digital cinema applications and how they relate to the production and presentation of large format films. Some of the other topics explored by these industry experts were the current theatrical paradigms for digital cinema, from image capture, through post production, to presentation. Panel members included Barry Clark (Mandalay Media), Bill Feightner (Efilm), John Galt (Panavision), Gord Harris (IMAX Corp), Stephen Low (Stephen Low Films), director Keith Melton, cinematographer Sean Phillips, Chris Reyna (IMAGICA USA), Ben Stassen (nWave Films) and Larry Thorpe (Sony).

The LFCA digital seminar concluded with Part 3, *Presentations*, at the Loews Cineplex IMAX Cinema at Universal CityWalk, Universal Studios. Special guest Michael Karagosian (MKPE Consulting) of the SMPTE DC28 committee discussed the current state of digital projection, and screened some of the latest digital-to-film test material.

Throughout the 3-day event, the LFCA screened more than 20 large format titles within its 5th annual film festival, attracting films from the most prestigious filmmakers working in large format today. The films screened were (distributors in parenthesis):

In 15/70 Format:

All Access (IMAX)

Bears (NWF/Primesco)

Cyberworld 3-D (IMAX)

Haunted Castle 3-D (nWave)

Journey Into Amazing Caves (MFF)

Lost Worlds: Life in the Balance (Primesco)

Majestic White Horses (MR-Film)

**NSYNC: Larger Than Live* (Really Big Film Corp.)

Ocean Men (nWave)

Ocean Oasis (Summerhays Films)

Pittsburgh's Big Picture (short) (Argentine)

Princess and the Pea (short) (Curtis Linton)

Shackleton's Antarctic Adventure (Nova/WGBH)

Ski to the Max (Willy Bogner)

Solarmax (Museum of Science and Industry, Chicago)

Spirit of Silicon Valley (short) (SBK)

The Straw That Breaks the Camel's Back (short) (IrasFilms)

In 8/70 Format:

Amazing Journeys (Houston Museum of Natural Science)

Hearst Castle (DCI)

Shaping a Nation-Scotland (short) (DCI)

In 5/70 Format:

Fanny's Wedding (short) (Gulliver)

~~For more information regarding the LFCA, please contact the LFCA Headquarters at (949) 831-1142.~~