A ONE DAY TRAINING COURSE WITH A DIFFERENCE

Making the best of your image

CTC CINEMA PRESENTATION COURSE

Back in London by popular demand, the CTC CINEMA PRESENTATION course is aimed at today's cinema managers and operators, and, in as non-technical a manner as possible, provides hints and tips on how to make a visit to your cinema something really special, a shared experience worth leaving home for, time and again.

At a time when large flat screen TVs make it easy for the viewer to stay home and watch a movie, the cinema must continue to offer more, something special, the opportunity to see, hear and feel movies just as their directors intended. Cinema presentation is a respected art form, but in today's digital era it is evolving fast. The almost complete conversion of the cinema industry from film to digital means that every auditorium has the technical capability to provide superb pictures and sound for every show. Today's cinema operators and managers have been trained in the rudiments of digital projection, but we all know that going to the cinema means more than pictures and sound - at its magical best it is a uniquely immersive experience.

Experts with years of experience in the cinema business will explain exactly how you can ensure that every digital screening is the best that it can be.

• The course will look at cinema lighting, from controlling the auditorium lights as audiences come in and sit anticipating the show, fading them down at the appropriate time before the show begins. Stair safety lights and any other lamps not needed for health and safety purposes should then be dimmed – important to maximise image contrast and minimise distractions from the screen.

• The advantages of providing appropriate 'non sync' background sound as customers come in to the cinema will be explained - helping to set the mood to make the showing special.

• The possible aspect ratios (the shape of the picture on the screen) of the ads, trailers and feature will be discussed, showing how you can get this information from the TMS (Theatre Management System) and how to make use of it. If physical masking exists, you will be shown how to ensure that the control system is set to arrange the correct masking to match the shapes of the pictures to be used during the performance. Digital projectors have inbuilt macro-controlled black masking so there should be no grey edges to the pictures whatever the aspect ratio being used, and the course will explain how to ensure, prior to the show, that macros and automation system are set correctly to match the aspect ratio of each of the pictures to be shown.

• You will learn how to check screen brightness with an inexpensive meter, so that your pictures meet the official standards.

• You will be shown how to check that the pictures are sharply in focus.

• You will be shown how to check that all parts of the sound system are working properly using a simple test file.

And there will be opportunities throughout the day to talk with the course leaders, to ask questions, to network with colleagues and to discuss any presentation problems that you might have come across at your own cinemas. Attenders will also be able to look and listen to fantastic pictures and magnificent sound in what promises to be the format of the future - Dolby Cinema.

BOOK EARLY: See link below.
For bookings before the 26th February the course fee will be reduced to a bargain £20. The normal, already much subsidised fee of £50 will then apply. The fee includes tea or coffee and a snack lunch.

For further details email jim.slater@slaterelectronics.com

BOOK your bargain £20 'earlybird' place: go to https://www.jack-roe.co.uk/TaposWebSales/Main/bksts/start