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# THE M.E.T. EFFECT<sup>SM</sup>

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Technology is evolving faster than humankind itself. And we're living in a world of our own invention. Behavior and business have merged to redefine content, workflows and revenue streams. It's The M.E.T. Effect<sup>SM</sup>, a cultural phenomenon fueled by hybrid solutions and boundless connectivity that's changing the very nature of how we live, work and play. **At the center of it all is NAB Show<sup>®</sup>.**

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**APRIL 22-27, 2017**  
**LAS VEGAS, NV USA**

# THE FUTURE OF CINEMA CONFERENCE:

THE INTERSECTION OF TECHNOLOGY, ART AND COMMERCE IN CINEMA

Produced in Partnership with



In the 21st century, cinema is no longer confined to a theatrical setting. With consumers seeking content via myriad distribution outlets, creators are working hard to maintain artistic intent in an ever-evolving landscape. But should that be the highest priority? The Future of Cinema Conference will explore this and other thought-provoking questions as we examine the future of movie-making and SMPTE's next 100 years.

## SATURDAY, APRIL 22

### Next-Generation Cinema:

- How It Gets There – Unintended Consequences of Progress
- How It Gets There – Cloud Technology in Global Distribution
- How You See It – Projection and Displays in Cinema
- How You Package It – IMF Case Study – Master, Myth and Mystery
- How You Hear It – Immersive Audio
- How You Steal It – Movie Security

## SUNDAY, APRIL 23

### Is Cinephilia Dead or Is It Just Expanding?

How They See It: Do Consumers Really Care About Artistic Intent?

### Diversity in Cinema

VR/AR/AI and Deep Learning – Solutions in the Immersive New Media Landscape

Will Light Field Change the Way of Content Production?

How You See It or How You Don't: Better in HDR?

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