



DTS Digital Cinema North America

2777 N. Ontario Street
2nd Floor
Burbank, California
91504 USA
T: +1 818 401 4300
F: +1 818 401 4329

DTS Digital Cinema Europe

5 Tavistock Estate
Ruscombe Lane
Twyford, Berkshire
RG10 9NJ UK
T: +44 118 934 9199
F: +44 118 934 9198

DTS Digital Cinema Japan

4F Excel Ty Bldg.
1-16-13 Ebisu Minami
Shibuya-ku
Tokyo 150-0022
Japan
T: 81(0)3 5794 5288
F: 81(0)3 5794 5266

DTS Digital Cinema France

6 rue Watteau
92400 Courbevoie
France
T: +33 1 41 97 05 81
F: +33 1 41 97 05 82

DTS Digital Cinema Italy

Edificio 17
Via del Forte Tiburtino 98
Roma 00159
Italy
T: +39 064 086 0058
F: +39 064 080 1525

DTS Cinema Media Network™

Premium Quality Pre-Show Network System Designed to Maximize Profit Opportunities, Reduce Cost, and Streamline Workflow

The DTS Cinema Media Network™ is an automated system that schedules and delivers high-definition video and DTS Digital Sound® content to movie theatres for digital presentation. With the DTS Cinema Media Network, exhibitors can present the highest quality video and surround sound audio for pre-show programming, local, regional and national advertising, trailers, subtitles and alternative content.

Audiences expect high quality picture and audio content in theatres. Advertisers and alternative content providers are increasingly demanding high definition video and high quality surround sound playback. Now, content which produces additional revenue for exhibitors - such as concerts, special events, and other programming - can be delivered through the DTS Cinema Media Network and presented in stunning high definition video and full DTS digital surround sound.

Cinema owners can maximize sales opportunities by creating and exhibiting customized ads or slide presentations for local businesses. With the DTS Cinema Media Network software, exhibitors can provide advertisers with extensive tracking data including per-impression and proof-of-play reports. Content can be sold, booked and scheduled through the Cinema Media Network and delivered to theatres via standard broadband, satellite transmission, physical media, or other suitable methods.

The content is delivered to a DTS Cinema Server, located in the theatre, from the DTS Network Operations Center (NOC). The DTS NOC is a tech services unit dedicated to supporting the Cinema Media Network program, which also performs remote maintenance of the system and generates alerts for routine maintenance, significantly reducing and simplifying the exhibitor's workload.

The Cinema Media Network manages and tracks milestones to ensure that each job is screened on time, and provides proof-of-play exposure reports for content providers. It even assists your staff in preventing jobs from being screened accidentally. The structured workflow makes theatre management easier and more profitable by allowing the exhibitor to concentrate on more critical activities that produce greater revenue.

Now, you can increase revenue and profits by adding the excitement of high-definition video and audio content while streamlining workflow and improving theatre operations. See your DTS representative for more details on the Cinema Media Network.

What is the DTS Cinema Media Network?

- An automated network that schedules, delivers and screens High-Definition Video content with DTS Digital Sound®
- The DTS Cinema Media Network distributes pre-show programming, local, regional and national advertising, trailers, alternative content, subtitles, special events
- Delivery to theatres via broadband, satellite, physical media, or other suitable methods
- The Cinema Media Network includes software and hardware to support all network operations
- DTS offers network management services

What are the main advantages of the DTS Cinema Media Network?

- Single platform solution using DTS XD10 Cinema Media Player
- The DTS Cinema Media Network is easy to add to your existing digital equipment. Requires a DTS Cinema Server and a DTS XD10 Cinema Media Player
- Delivers High-Definition video and DTS Digital Sound® content demanded by many advertisers and preferred by audiences
- Cinema owners can maximize sales opportunities by creating customized ads or slide presentations for local businesses
- Workflow structure keeps jobs on track to screen, allowing theatre staff to focus on other revenue producing activities
- Eliminates lost revenue with alerts to prevent forgotten jobs and prevents jobs from being screened accidentally
- Produces Exposure Reports to confirm proof-of-play
- Produces Incident Reports to identify necessary equipment maintenance, records errors, logs activity, and performs remote maintenance functions