

Presenter: Phil Chen, General Manager, CINEAPPO Laser Cinema Technology (Beijing) Co., Ltd

14:50 ***HoloSound, the Immersive Audio Authoring and Rendering Technology Conforms to DCI/SMPTTE Standard.***

LEONIS provides HoloSound Immersive Audio Authoring system to post-production to theaters. It realizes immersive 3D audio technology based on sound object (OBS), sound scene (SBS) and sound channel (CBS).

Presenter: Dr. Ma Shichao, Founder, LEONIS

15:00 ***FFTC: China's New Fantasy Film and TV Platform***

In 2018, FFTC became the first platform in the Asia-Pacific region which integrated content and technology in fantasy international film industry. FFTC covers the entire fantasy film and television industry chain and provides excitement and surprise, we welcome you to FFTC 2019!

Presenter: Zhu Ning, General Manager, Beijing Little Creative International Culture Communication Co., LTD

***PLF Technology Award
Presented to CGS***

15:30 ***A FOCUS ON INDONESIA***

15:30 ***Indonesia Attracts Attention in Booming Asia Pacific Region***

The Asia Pacific box office accounted for \$16 billion in receipts in 2017 – an increase of 44% in the last 5 years. Optimism abounds across the region, but one market is generating more excitement than the others – Indonesia.

Presenter: Mike Ellis, President and Managing Director of the Asia-Pacific Region, MPAA

15:45 ***The Rise of the Sleeping Giant***

A presentation on Indonesia as Asia's next big film market with an in-depth look at 212 Warrior as the perspective.

Presenter: Sheila Timothy, Producer, LifeLike Pictures

16:00 ***Social Trends***

Indonesia, the world's fourth most populated country is changing fast and along with it consumer behavior is shifting gears with an expected uplift in its middle class by 50 million people over the next five years. Engagement, digital, and omni channel are the buzz words shaping social trends in the archipelago. How will this impact cinema going in one of the fastest growing cinema markets on earth?

Presenters: Gerald Dibbayawan, CEO, Cinemaxx Group
John Schreiner, Senior Vice President, Theatre Development, Russia, CIS, Middle East, and India at IMAX Corporation

16:30 ***Refreshment Break***

Sponsor: (Theatre Foyer, Level 1, HKCEC)
CJ 4DPlex

17:30 **Warner Bros. Pictures International Product Presentation &
Screening of *Aquaman***
(Theatre 1, Level 1, HKCEC)

20:00 **Opening Night Dinner Reception**
(Mirage Bar & Restaurant, Renaissance Hong Kong Harbour View
Hotel Lobby)

Co-Sponsors: Warner Bros. Pictures International
Dolby Laboratories
CHRISTIE

Tuesday, 11 December 2018

08:00–16:00 **Trade Show Registration**
(Hall 3G Foyer, Level 3, HKCEC)

08:30–17:00 **General Convention Registration**
(Convention Foyer, Level 1, HKCEC)

09:00–09:45 **Breakfast**
(Theatre Foyer, Level 1, HKCEC)

Co-Sponsors: CJ 4DPLEX
DTS Inc. / Xperi

10:00 **State of the Industry Address**
(Theatre 2, Level 1, HKCEC)

Presenter: **Movie Marketing and Exhibition**
Kurt Rieder, Executive Vice President, Theatrical Distribution,
20th Century Fox International

Executive Roundtable

What are the key evolutions that affect our industry? How does content diversity drive audiences? What will be the impact of new transactional models? In an age of premium experiences, can movie theaters still be “standard” at all? What role for mobile phones in our cinemas? Join us as we take an in-depth look at some of the latest trends with our industry experts.

Moderator: Julian Marcel, CEO, Webedia Movies PRO
Panelists: Kurt Rieder, Executive Vice President, Theatrical Distribution,
20th Century Fox International
Stephen Basil-Jones, Executive Vice President, Australia, New Zealand & Northern Asia, Sony Pictures Releasing International
Mariam El Bacha, CEO, Cinepax Limited
Brian Hall, CEO, Embassy Diplomat Screens and
Founding Director, Mtel Thailand

11:00–16:00 **CineAsia Trade Show & Luncheon**
(Hall 3G, Level 3, HKCEC)
*Join the 2018 Exhibitors for Lunch on the Trade Show Floor
(Lunch served from 12.00 – 13.30)*

Co-Sponsors: GDC Technology Limited
DTS Inc. / Xperi

12:00-13:00 **CineAsia University on the Trade Show Floor**

(Booth 801, Hall 3G, Level 3, HKCEC)

- 12:00** ***Riding the Wave of Digital Disruption:
Changing the Way You Manage Theatre Operations in
Response to Disruptive Technologies***
Presenter: Tony Adamson, Senior Vice President, Strategic Planning, GDC
Technology Limited
- 12:15** ***An Overview of DTS:X Mixing Tools and Workflows***
*An introduction to the tools used for DTS:X Content Production and a
quick look at the DTS:X Device Ecosystem and Experience.*
Presenter: Cedric Tio, Principal Engineer, DTS Inc./Xperi
- 12:30** ***Hollywood Studios: Global Marketing and the Search for New
Audiences***
*Insight into how movie studios in Hollywood use digital platforms to bring
movies to new markets and audiences. Powster will showcase the latest
digital marketing tools used by over 100 studios and distributors across 30
countries.*
Presenter: Ste Thompson, CEO and Creative Director, Powster
- 12:30** **Hospitality Coffee Service**
(Theatre Foyer, Level 1, HKCEC)
Co-Sponsors: GDC Technology Limited
Webedia Movies Pro
- 14:30** **Walt Disney Studios Motion Pictures International
Product Presentation & Screening of *Ralph Breaks the
Internet: Wreck It Ralph 2***
(Theatre 1, Level 1, HKCEC)
- 17:30** **Refreshment Break**
(Theatre Foyer, Level 1, HKCEC)
- 18:00** **Paramount Pictures International Product Presentation**
(Theatre 1, Level 1, HKCEC)
***Cinionic Technology Innovator of the Year Award
Presented to Major Cineplex***
- 19:30** **Dinner Reception**
(Theatre Foyer, Level 1, HKCEC)
Co-Sponsors: Paramount Pictures International
Cinionic
China Film Giant Screen (Beijing) Co, Ltd

20:30 **Buses depart for CGV Cinemas from the Harbour Road Entrance of the HKCEC**

21:00 **ScreenX Showcase**
(CGV Cinemas, D2 Place Two, Auditorium 4, Kowloon)
Buses return to HKCEC following presentation

Wednesday, 12 December 2018

08:00–17:00 **General Convention Registration**
(Convention Foyer, Level 1, HKCEC)

08:00–18:00 **Trade Show Registration**
(Hall 3G Foyer, Level 3, HKCEC)

08:00-08:45 **Breakfast**
(Theatre Foyer, Level 1, HKCEC)

Co-Sponsors: NEC Display Solutions
DTS Inc. / Xperi

08:45-09:45 **BUSINESS SESSIONS**
(Theatre 2, Level 1, HKCEC)

08:45 ***Sustainable Technology to WOW Audiences***
Movie-goers enjoy innovation in cinema experience with good movies. We also need to nurture the movie-goers to grow on the innovative cinema experience. Hence it is imperative that the innovative solutions should be practical and sustainable for the continuous development of cinema business. At CineAsia 2018, we shall discuss a few key technologies to Wow audiences; these are HDR, laser projection and Netflix-like technologies for movie theatres to offer a wide variety and a deep assortment of movies without adding operational cost.

Presenters: Dr. Man-Nang Chong, CEO, GDC Technology Limited
Wim Buyens, CEO, Cinionic

09:15 ***Best in Class***
Social engagement and ticketing apps are the new "go to" tech for cinema operators. Lotte Cinema's mobile app offers exclusive O2O (Offline to Online) services, including cutting edge mobile ticketing, convenient concession orders and many more features, to provide seamless movie going experiences to Korean audiences. Major Group in Thailand is moving to launch a new AI driven social mobile app in Thailand to push the app envelope even further. Also a look at Event Cinemas' Cinebuzz program, broadly praised as a "Best in Class" customer loyalty program.

Presenters: Morgan Cha, General Manager, Head of Marketing, Lotte Cinema
Brian Hall, CEO, Embassy Diplomat Screens & Founding Director,
Mtel Thailand

10:00 **Universal Pictures International Product Presentation & Screening of *How To Train Your Dragon: The Hidden World***
(Theatre 1, Level 1, HKCEC)

11:00 **Hospitality Coffee Service**
(Theatre Foyer, Level 1, HKCEC)

Co-Sponsors: GDC Technology Limited
Webedia Movies Pro

12:30 **Lunch**
(Congress Plus, Level 4, HKCEC)

Co-Sponsors: Universal Pictures International
RealD

13:00–18:00 **CineAsia Trade Show**
(Hall 3G, Level 3, HKCEC)

13:30 ***Laser Illuminated Display Technologies: Science Becomes Art***
(Theatre 1, Level 1, HKCEC)
As next generation laser cinema systems come to market join us for a CHRISTIE content demonstration on how laser & the cinema experience may evolve.

Presenter: Brian Claypool, Vice President Product Management Cinema

14:45-15:30 **CineAsia University on the Trade Show Floor**
(Booth 801, Hall 3G, Level 3, HKCEC)
Presented by the ICTA
An update on technology from leading equipment vendors.

14:45 **Dolby Laboratories**
Immersive Sound Update
A discussion on what the SMPTE bitstream standard means for exhibition and the additional work required.

Presenter: Jed Harmsen, Senior Director, Cinema Products

15:00 **CHRISTIE**
The Value of Technical Training
CHRISTIE believes technical training adds measurable value. To equip a sales force, engineers and projectionists with the skills and knowledge they need to be more effective and more efficient.

Presenter: Mina Elraheb, Systems & Solutions Training Manager

15:15 **CJ 4DPLEX**

Immersive Cinema Technology

Overview of current trend in immersive cinema technology and how 4DX / ScreenX is shaping the landscape.

Presenter: Theodore Kim, Chief Partnership Activation Officer

16:00-17:00

Happy Hour on the Trade Show Floor

(Hall 3G, Level 3, HKCEC)

Sponsor:

CINEAPPO

16:30

Join Paramount Pictures International, the filmmakers and talent for a special screening of Director Travis Knight's *Bumblebee*

(Theatre 1, Level 1, HKCEC)

18:30

Refreshment Break

(Theatre Foyer, Level 1, HKCEC)

19:00

Twentieth Century Fox International Product Presentation

(Theatre 1, Level 1, HKCEC)

20:00

Dinner Reception

(Congress Plus, Level 2, HKCEC)

Co-Sponsors:

Twentieth Century Fox International
IMAX Corporation

Thursday, 13 December 2018

08:00–13:00 **General Convention Registration**
(Convention Foyer, Level 1, HKCEC)

08:00–11:30 **Trade Show Registration**
(Hall 3G Foyer, Level 3, HKCEC)

08:30–11.30 **CineAsia Trade Show & Breakfast**
(Hall 3G, Level 3, HKCEC)

Co-Sponsors: uniFrance Films and Creative Europe
DTS Inc. / Xperi
(Breakfast to be served from 08:30 –10:00)

09:15 ***eSports - How to Raise your Game in the Cinema***
(Theatre 2, Level 1, HKCEC)

Discussion with Dolby Laboratories on eSports
Moderator: Julien Marcel, CEO, Webedia Movies Pro
Panelists: Chengran Chai, Director of International Product Overwatch
League, Activision Blizzard
Jed Harmsen, Senior Director, Cinema Products, Dolby Laboratories
Jack Wang, CTO, Wanda Cinema Line

10:15-12:00 **Regional Presentations**
(Theatre 1, Level 1, HKCEC)

Last year's introduction of the Regional Presentations proved to be a big success. Join us as we bring you LOCAL content from throughout the APAC region.

Participating Studios: Bona Films, China
Presenter: Mr. Yu Dong, CEO and Chairman

Presenter: Huayi Brothers, China
Jerry Ye, CEO

Presenter: Lotte Entertainment, Korea
Justin Choi, GM, Head of International Distribution

Presenter: uniFrance films and Creative Europe, France
Isabelle Glachant, Unifrance Greater China Rep

Presenter: Wanda Pictures, China
Mr. Jiang Wei (Wayne), CEO of East Legendary and
President of Wanda Pictures

12:00

A Toast to the 2018 Honorees

(Grand Ballroom Foyer, Grand Hyatt Hong Kong)

Sponsor: GDC Technology Limited

12:30

Final Day Lunch and Awards Ceremony

(Grand Ballroom, Grand Hyatt Hong Kong)

Co-Sponsors: CHRISTIE

Comscore

Emcee: Javier Sotomayor, Managing Director, Cinépolis Asia and
Cinépolis India

Award Presentations:

Comscore's Asia-Pacific Box Office Achievement Award

Walt Disney Studios Motion Pictures International's

Avengers: Infinity War

Motion Picture Association (MPA) Asia-Pacific Copyright

Educator (A.C.E.)

Masakazu Kubo, Japan

Exhibitor of the Year

Joe Chang, Ambassador Theatres

Distributor of the Year

Fu Ruoqing, Huaxia Film Distribution Co. Ltd.

Icon Award

Bill Kong, Edko Films

***Congratulations to all of this year's honorees,
including the following companies who received
special awards throughout the week:***

PLF Technology Award
CGS

Recognition Award for Technical Services
CHRISTIE

Cinonic's Technical Innovation Award
Major Cineplex

Special Recognition for Services to the Industry
Mike Ellis, MPA