

Cineasia
25TH ANNIVERSARY

CINEASIA 25 YEARS 2019

9-12 DEC

ATTENDEE BROCHURE

CONVENTION & TRADE SHOW

HONG KONG CONVENTION & EXHIBITION CENTRE

9-12 DECEMBER 2019 — CINEASIA.COM

CineAsia
2019

Celebrate 25 Years of CineAsia.

Cineasia

After 25 years as the most successful convention for theatrical exhibition in the Asia-Pacific region, CineAsia continues to expand to handle the demand for more studio product presentations and programming. The additional day for “A Focus on China & Indonesia” added last year allows CineAsia to focus on specific territories. This year we will highlight China & Vietnam.

Each year CineAsia witnesses sustained growth with attendance growing nearly 10% each year. Join your industry colleagues from around the world to network at the largest cinema convention in Asia.



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Over 1,500 in Attendance



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Top Countries in Attendance:

- Australia
- Cambodia
- China
- Indonesia
- Japan
- Korea
- Malaysia
- Singapore
- Taiwan
- Thailand
- U.S.A.
- Vietnam

A Look Back at CineAsia 2018

Screening Highlights:



A Focus on China & Indonesia :

Great Pictures, Greater Experience! How CGS Boosts Your Competitiveness | Providing Customized ALPD® Laser Solutions | HoloSound, the Immersive Audio Authoring and Rendering Technology Conforms to DCI/SMPTE Standard | FFTC: China's New Fantasy Film and TV Platform | Indonesia Attracts Attention in Booming Asia Pacific Region | Social Trends

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2018 Seminar Highlights:

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?

Sustainable Technology to WOW Audiences

Moviegoers 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.

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 audiences.

Studio Participation:



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BONA FILM GROUP
博纳影业集团



H.BROTHERS
화 이 브 라 터 스

LIONSGATE

**LOTTE
CINEMA**



WALT DISNEY Studios
Motion Pictures



“ I was really impressed with the product presentations and screenings at CineAsia. A sneak peek into the latest products and soon-to-be-released films really helps us better understand the market and set strategic plans for the year to come.”

- IMAX CHINA

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