

PREVIEWS

Information for the California and Nevada Motion Picture Theatre Industry

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NATO of CA/NV Scholarship Program Widens Exposure

The National Association of Theatre Owners of California/Nevada has one of the most generous scholarship programs in the industry, but a recent study showed that a significant number of qualified applicants were not even aware of the Scholarship Program. NATO of CA/NV is determined to change that!

The 2012 scholarship program, which will offer up to 25 \$10,000.00 scholarships, will roll out a brand new campaign to let theatre employees and those in the community know of this outstanding program made available through your company's membership in NATO of CA/NV. This multi-media campaign will feature many different components, all of which are available to every member theatre free of charge from the Association.

- A special one-sheet (see page 4) for posting in each theatre lobby to help create awareness. This poster will serve multiple purposes; it will make the public aware of what the theatre industry is doing in the local community as well as enticing bright, young adults to apply for work in their local theatre. This poster, which is free of charge to all members, will bear a QR Code for easy web site access in obtaining information on the Scholarship Program.
- The Association's scholarship web site will be revamped and customized towards the target audience of potential scholarship applicants.
- An on-line registration form will be made available for ease of registering.
- An official branded Facebook page, focused on the NATO of CA/NV Scholarship Program, will be inaugurated to drive interest in the scholarship program and will allow the mention of member theatres within a 50 mile radius of the user's profile.
- Special display posters for break rooms are being designed and printed.
- Payroll stuffers will also be made available.

This year it is the goal of the Association to receive a minimum of one application per theatre location. With the current state of the economy and rising student tuition it is the belief of the Scholarship Committee that this is an achievable goal. In response to a survey many past winners said the scholarship made the difference of whether or not they were able to continue their higher education.

NATO of California/Nevada is committed to making higher education more affordable to the stars within their extended family, your employees. Since the inception of the scholarship program in 1996 the Association has awarded 355 scholarships for a total of \$1,957,000.



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More to a 3-D Presentation Than Meets the Eye!

NATO of California/Nevada, in conjunction with Dolby Laboratories, hosted the “Perfecting Your 3-D Presentation” seminar at Dolby’s San Francisco and Burbank facilities on July 25 and 27. Over 100 General Managers, District Managers, Projectionists and members of the press attended the seminars.

Stuart Bowling, Dolby’s worldwide technical marketing manager for cinema led the presentation. Mr. Bowling strongly emphasized the importance of the 3D Framing Chart that accompanies each 3D film and the manner in which it should be used. In the following article he explains in detail the charts and why they matter.



The audience donned 3-D glasses in preparation for the seminar in the state-of-the-art Dolby San Francisco headquarters screening room. As part of the seminar vintage trailers for past 3-D films were screened including Bwana Devil, House of Wax, Alfred Hitchcock’s Dial M for Murder, Creature from the Black Lagoon, Jaws 3D, and others.

Average 3D Upcharge - 13 Global Markets

Country	3D Upcharge	% vs. 2D
China	\$5.61	60%
Germany	\$3.81	43%
Japan	\$3.79	27%
Australia	\$3.66	34%
Italy	\$3.45	42%
South Korea	\$3.41	53%
U.S.	\$3.25	43%
U.K.	\$3.24	38%
France	\$3.10	35%
Spain	\$3.05	37%
Brazil	\$2.95	60%
Mexico	\$2.40	66%
Russia	\$2.25	36%

Source: Daily Variety

3D Framing Charts and Why They Matter

By Stuart Bowling, Worldwide Technical Marketing Manager, Dolby Laboratories



A 3D framing chart, as the name suggests, is a test pattern clip that is shipped with every 3D release that comes to your theatre on a hard drive. This framing chart should be used before every new 3D release to verify correct alignment, as detailed below.

In the world of 2D, be it in flat or scope, our images are presented to fill all the available space of your screen (per aspect ratio) appropriately. This is not the case in 3D.

In 3D, we have two images, the left and right eye views, which are projected over each other. You may have noticed that if you're not wearing 3D glasses, the images may look 2D (images with minimal or no 3D) and then suddenly look really blurry (images with 3D). You may also see two distinct images (images with more separation, greater depth, and more 3D). In 3D, the left and right eye views will move throughout the movie, depending on how much depth a scene has.

With 3D, our industry uses a technique called a floating window. This is an image that is presented within your screen's boundary that may not look like it is zoomed, or filling your screen, correctly. However, please don't make any adjustments yet. A floating window presents a black border around the image that will expand and contract side to side throughout a movie. It does this to preserve the 3D effect and present audiences with a good 3D experience. If you crop or zoom a 3D image to fill the screen, you could be compromising the image and 3D effects.

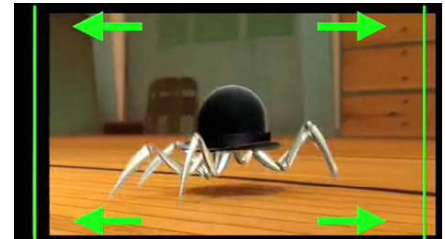
So how do you know your 3D image is correctly set up? Play the 3D framing chart that came with your movie, following the onscreen instructions and any documentation that was provided with the movie. Ensure you can see the visible markers on the test pattern. Should you notice any problems, advise your technical staff—do not attempt to make a change unless you are authorized to do so. As standard practice, you should load and verify framing charts with every new 3D release to ensure you're giving your customers the best possible 3D.

Dolby's Quick Guide to 3D Presentations

1. Ensure that the 3D filter or emitter is in place and connected (to a Dolby 3D or other system).
2. Select 3D macro on the projector and have your technician verify that the correct Projector Configuration File (PCF) file has been chosen and that the image size and color space are correct.
3. Verify that your server is in 3D mode where required.
4. Run the test chart that came with the feature to verify that your image is set up and aligned correctly. Check that the active image area is not cropped. In 3D, the image windows can float; the only way to get it right is to use the test chart.
5. Ensure that all the optical elements (lenses, polarizers, filters, port glass, 3D glasses) are clean and clear.
6. Check your lamp for any signs of flicker or dimming. Replace the lamp if necessary.
7. If you use a circular polarized 3D system, make sure that "ghost busting" is correctly set up on the server.
8. Ingest the feature with sufficient time to do a test run prior to the launch date (KDM permitting.)
9. Check your 3D presentations regularly: Walk into the auditorium, look, and listen.
10. Make sure that your projector and digital-cinema system are serviced regularly to maintain the highest-quality presentation.

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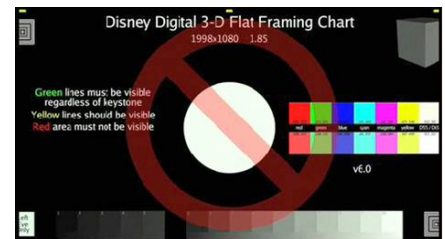
Floating windows grow, shrink, and move to help preserve the 3D experience for movies. (See the images below.)



It is important to not mask (crop) the image, as shown in the example below.

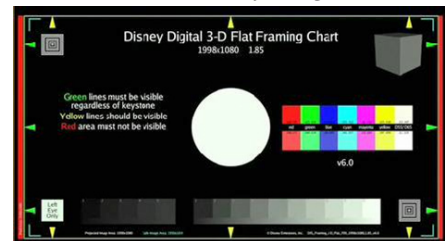


However, you do want to keep the image aligned. Do this with the 3D framing chart that comes with the movie you are screening (example shown below).



When compensating for keystone, make sure the green lines on the sides and the yellow lines on the bottom are visible (as seen in the example below).

Do not mask out the green and yellow lines as doing so will mask the movie's floating windows.



You should also verify that you see the words "left eye only" through your 3D glasses with your left eye; this will ensure correct polarity. If you see the words "left eye only" with your right eye, please advise your technical personnel.

Once you have verified your image is correctly aligned, you are all set to give your audiences the best possible 3D experience from your equipment.

National Association of Theatre Owners
of California/Nevada

PROUDLY CONGRATULATES
OUR FUTURE STARS

WINNERS
OF OUR 2011
SCHOLARSHIP PROGRAM

ARE **YOU** NEXT?
APPLY TODAY FOR A 2012
\$10,000
SCHOLARSHIP

QR Code

NATOCalNew.org/scholarship

Friend us on facebook

2012 NATO OF CALIFORNIA/NEVADA SCHOLARSHIP POSTER

All twenty-five 2011 Scholarship Recipients are featured in this full color eye-catching one-sheet poster that will be available for posting in theatre lobbies and break rooms. The poster measures 27" x 40" and was specially printed for back-lit poster cases as well as conventional frames. Please contact NATO of CA/NV at office@natocalnev.org to advise us of the number of posters you would like sent to your theatre(s). See page 1 for full details regarding the NATO of CA/NV 2012 Scholarship Program.

Behavior Not Harassment, But Employer Liable For Failing to Prevent

A recent decision from the Fair Employment and Housing Commission (FEHC) is a cautionary tale for employers regarding their obligations under California's anti-harassment and anti-discrimination laws.

Even without any finding that unlawful harassment or discrimination actually occurred; an employee still has the right to bring a claim to the FEHC for failure to take all reasonable steps to prevent harassment and discrimination.

Government Code section 12940 (k) states that it is unlawful for an employer "to fail to take all reasonable steps necessary to prevent discrimination and harassment from occurring."

Mandatory training of supervisors within six months of their assumption of a supervisory position and again every two years is required by law (for employers of 50 or more employees). Check your records to see if you or any of your employees need to be re-certified, be proactive, whether you have 5, 50 or 500 employees, consider training all employees about your harassment and discrimination prevention policies. Providing some type of training will show your commitment to a workplace free from harassment and discrimination.

NATO of California/Nevada will once again be providing interactive Sexual Harassment Prevention training seminars to be conducted by Attorneys Janet Grumer and John LeCrone. The Southern California workshop is set for October 25th at Regency Theatres' Bruin Theatre in Westwood beginning at 10:30AM. The Northern California seminar will be held on October 27th at 1:00PM at Cinemark's Century Bayfair 16 Theatre in San Leandro.



Janet Grumer



John LeCrone

The workshops will provide management employees with practical advice on recognizing sexual harassment and other forms of workplace harassment, including what to do immediately and how to work through ongoing issues. Additionally, the workshops will focus on avoiding claims of retaliation once harassment has been reported.

Mr. LeCrone and Ms. Grumer come to us with a vast store of knowledge on the subject. They represent employers and managers in wrongful discharge, harassment and discrimination litigation, wage and hour class actions, and trade secrets/unfair competition litigation. Ms. Grumer is a former movie theatre executive with 20 years of experience in the business, her understanding of theatres provides a unique perspective on the problems and practical solutions that are common to management employees working directly with theatre and office staff. Managers will learn how to navigate the many issues they are faced with given the number of employees in their first jobs, policies of promoting from within, and the geographic dispersion of locations. The workshops are ideal for line supervisors and managers, district managers, human resources professionals, and corporate management alike.

The training classes will be offered free of charge to NATO members and their management employees with no limit on the number attending from each location, and it is by online reservation only. Registration will be open from Monday, September 12th, through Friday, October 14th. Please follow this link in the Seminars and Meetings section of our web site at www.NATOCalNev.org.

Final Regs for Implementation of ADA Title II and Title III Now Available

The U.S. Department of Justice has published a six page booklet outlining the revised final regulations implementing the ADA for title II and title III. This publication provides guidance on the

Department's new nondiscrimination requirements that apply to selling tickets for assigned seats. Copies of *Revised ADA Requirements: Ticket Sales* can be found in [Previews Reading Room](#).

Board issues Final Rule to Require Posting of NLRA Rights

The National Labor Relations Board has [issued a Final Rule](#) that will require employers to notify employees of their rights under the National Labor Relations Act effective November 14, 2011.

Private-sector employers (including labor organizations) whose workplaces fall under the National Labor Relations Act will be required to post the employee rights notice where other workplace notices are typically posted. Also, employers

who customarily post notices to employees regarding personnel rules or policies on an internet or intranet site will be required to post the Board's notice on those sites..

The notice of rights will be provided at no charge by [NLRB regional offices](#) or can be downloaded from the Board website and printed in color or black-and-white. Translated versions will be available, and must be posted at workplaces where at least 20% of employees are not proficient in English.

Sony 'subtitle glasses' could be a hit with deaf moviegoers

Reprint from Digital Trends by Trevor Mogg

Sony is developing special 'subtitle glasses' for use in movie theaters that should prove popular with deaf film fans. The special glasses could be in UK movie theaters as early as next year.

For deaf people who like to enjoy films on the big screen, choice is often limited when it comes to the offerings of the local movie theater.

It's usually only foreign-language movies that have subtitles, leaving the hard of hearing with little choice but to wait for the DVD release of other movies they want to see. And even then, who wants to watch a blockbuster on a small TV screen?

In a short film on the BBC website, reporter Graham Satchell talked to Brit Charlie Swinbourne, who is hard of hearing, about the problem.

"One in six people have some level of deafness and currently that audience isn't being served well," he said, adding: "If you did serve them well, you could well be making more money out of them so there's good reason for improving the service."

The solution could come in the form of a special pair of glasses being developed

by Sony in the UK. Sony's Tim Potter, who is helping with the design of the 'subtitle glasses', explained what they're about.

"What we do is put the closed captions or the subtitles onto the screen of the glasses so it's super-imposed on the cinema screen, [making it look] like the actual subtitles are on the cinema screen," he said.

After trying them out, Charlie Swinbourne seemed pretty pleased with the effectiveness of the special specs. "The good thing about them is that you're not refocusing. It doesn't feel like the words are really near and the screen is far away. It feels like they're together."

He continued: "It was a great experience. I think it's a massive opportunity to improve deaf people's lives and I think there's great hope that this would give us a cinema-going future."

According to the BBC report, the glasses should become available in UK movie theaters next year, with presumably wider availability in the near future if they prove popular.

<http://www.digitaltrends.com/cool-tech/sony-subtitle-glasses-could-be-a-hit-with-deaf-moviegoers/>



Mark your calendars for the Winter/Spring Film Product Seminars

Southern California

November 15th

Rave Cinemas Baldwin Hills
Crenshaw Plaza 15
(corner of Martin Luther King, Jr.
and Crenshaw Blvds.)

Northern California

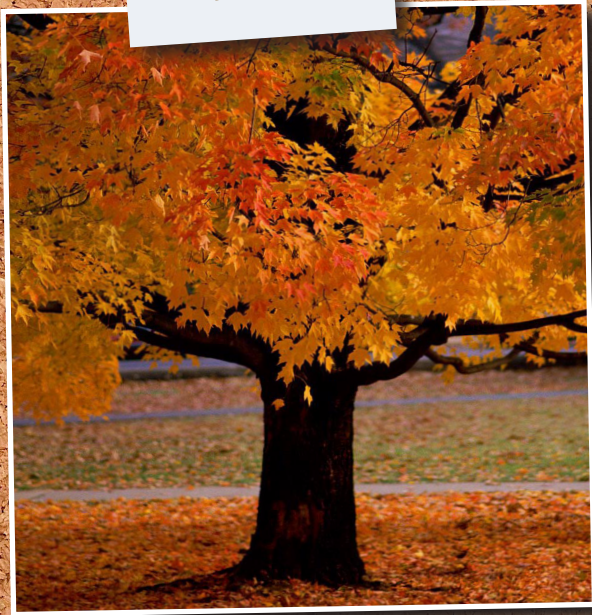
November 17th

Cinemark's Century
San Francisco Centre 9 Theatre
In the Westfield
Shopping Center

Watch for next month's issue of PREVIEWS with registration and other important seminar information.

CALENDAR of EVENTS & HOLIDAYS

Autumn Begins
September 23



Rosh Hashanah
September 29

Yom Kippur
October 8

Columbus Day Observed
October 10

Sexual Harassment Prevention Training Seminars
October 25 - Southern California
October 27 - Northern California

Halloween
October 31



Daylight Saving Time Ends
November 6

Veteran's Day
November 11

So. California Film Product Seminar
November 15

No. California Film Product Seminar
November 17