



IT service provider **Digital Content Portal Germany GmbH** is making digital cinema available for the whole branche and is allowing for reliable logistics between post production and movie theatres. DCP-Germany is providing distribution, validation, classification and evaluation of digital movie contents for distributors, post production companies and advertising management.

DCPG values hardware products by Acer

The Acer AR180 F1 Dual-Socket Server stands for high performance and scalability put together in a space-saving design. As a central cinema server it is receiving data and assigning it to the D-cinema player to create show playlists for the organization of individual presentations. For cinema operators this means enormous work facilitation: The AR180 F1 Dual-Socket Server retrieves advertisement, trailers and main movies by the playlist as well as controlling the entire hall technique. So thanks to Acer and DCP-Germany nothing is standing in the way of a relaxed movie night. For example, spontaneous changes from one auditorium to another are now no longer a problem which is especially beneficial for operators with various halls.

The digitalisation of movie theatres is progressing

Significant investments have been made and almost 2000 cinema screens have been adapted in Germany. Thus new structures and procedures for the distribution of digital movies, trailers and advertisement have become inevitable. Protection of main movies by encryption and the digitalization of the supporting programme have increased organizational efforts. Employees of movie theatres are constantly busy with controlling downloads, ingests and assigning data.

Both movie operators and providers of content are facing the changing circumstances since having worked with 35mm in the past. One main benefit of digitalization is having the option of automating processes and bundling information. Only rationalized logistics of digital content allow for a flexible, purposeful usage of content.



CASE STUDY

On the receptionist's side movie theatres work with a central cinema server.

Most important tasks of these central cinema servers are the reception of data and the creation and assigning them to D-cinema players and creating show playlists. This allows for a new dynamic in the programme or for a spontaneous change of halls. Without automatic adaption of the playlist und assignment of data such quick changes would only hardly be viable.

According to **Andreas Schäffer**, technician for digital projection technology, the main benefit would be the saving of time. Beforehand, play lists had to be copied and re-used by exchanging contents. Furthermore, hall control function had to be added newly each time - thanks to Acer servers contents are being transferred automatically now.



DCPG is the only system available on the market to work across systems automatically with advertisement, trailers and play list management.

Andreas Hein
Technical supervisor at Royal Filmpalast, Munich



The Acer AR180F1

Dual-Socket Rack-Server guarantees solid performance, flexible scalability options and optimized storage capacities in a modular 2HE form factor. Extensive service programs and high performance ready components make this rack server a great cost-efficient product for cluster solutions and growing business needs.

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Über DCP-Germany: Digital Content Portal Germany GmbH ist ein IT-Dienstleister für die Kinobranche. DCP-Germany übernimmt für Verleiher, Postproduktionsfirmen und Werbeverwaltungen Distribution, Prüfung, Zuordnung und Auswertung digitaler Filmhalte sowie die Sammlung, Prüfung und Verteilung digitaler Schlüssel. Die Validierung von Daten und Zertifikaten erfolgt in Zusammenarbeit mit dem Fraunhofer-Institut für Integrierte Schaltungen IIS. DCP-Germany wurde im September 2009 in München gegründet, das Rechenzentrum befindet sich in Nürnberg. Gesellschafter sind derzeit die FORUM FILM Mediengesellschaft mbH, eine 100%ige Tochter des HDF KINO e.V., die CAG Cinema Advertising Group, die Weischer Beteiligungs-GmbH, die Fraunhofer Gesellschaft und Richard Kummeth.