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**FOR IMMEDIATE RELEASE**

**SOFTWARE COUNCIL OF SOUTHERN CALIFORNIA  
UNVEILS “THE FUTURE OF CINEMA”**

*All-star industry panel to discuss how technology is transforming Hollywood.*

**TORRANCE, CALIF.** – October 13, 2003 – The historic Warner Theater on Hollywood Boulevard will serve as the backdrop for a fascinating discussion on the future of the movie industry, as the Software Council of Southern California presents *Digital Cinema: New Technology Transforms Hollywood* on Thursday, October 23<sup>rd</sup>.

The event will explore the dramatic changes being effected by the advent of digital technology on virtually every aspect of filmmaking—from scheduling and distribution to filming and editing—and what the implications and opportunities are for the region’s cinema and technology companies.

“Southern California is the focal point for the convergence of technology and filmmaking,” noted Lee Shaeffer, the Software Council’s Executive Director. “While the media has paid more attention to the ‘Hollywood and Vine’ idea—the convergence of advertising and entertainment—the impact that new digital technologies will have on the art and the business of movie-making may be even more profound.”

The Software Council has lined up an extraordinary group of industry experts to discuss this topic:

- Charles Swartz, Executive Director/CEO, Entertainment Technology Center & Digital Cinema Lab
- Rob Hummel, SVP Production Technologies, Warner Brothers
- Michael Karagosian, partner at Karagosian MacCalla Parnters and Digital Cinema

(more)

“There’s no question that technology will play a larger and larger role in virtually every aspect of entertainment,” noted Shaeffer. “The challenge for both technology and entertainment companies is making this shift work to their advantage. We hope this event will serve as a platform for the exchange of ideas between leaders in both industries.”

The event will be held on October 23<sup>rd</sup> from 6:00 to 8:30PM at the Hollywood Pacific Theatre in the Digital Cinema Lab, established by the University of Southern California's Entertainment Technology Center, in cooperation with the Motion Picture Association (MPA), National Association of Theater Owners (NATO) and International Theater Equipment Association (ITEA). Sponsored by PricewaterhouseCoopers, the event will also feature what has been described as “a stunning compilation reel of digital cinema clips,” and is open to the public.

For more information, or to register for the event, call (310) 328-0043, or visit the Software Council Website at [www.scsc.org](http://www.scsc.org).

### **About The Software Council of Southern California**

The Software Council of Southern California is a non-profit trade association that provides a peer-to-peer forum for executives at companies that develop software or provide software services. Focused exclusively on meeting the unique needs of software organizations, the Software Council hosts over 60 events every year through its Los Angeles, Orange County and San Fernando Valley chapters, and five Special Interest Groups. For more information visit [www.scsc.org](http://www.scsc.org).

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