



SHOW-TIME

DCINEMA MASTERS / JPEG 2000

FOR DCDM/ DCP PACKAGING DELIVERY

SPECS & CREATIVE DELIVERY INFORMATION

Please forward this entire specifications document to the post-production house producing the elements for DCinema



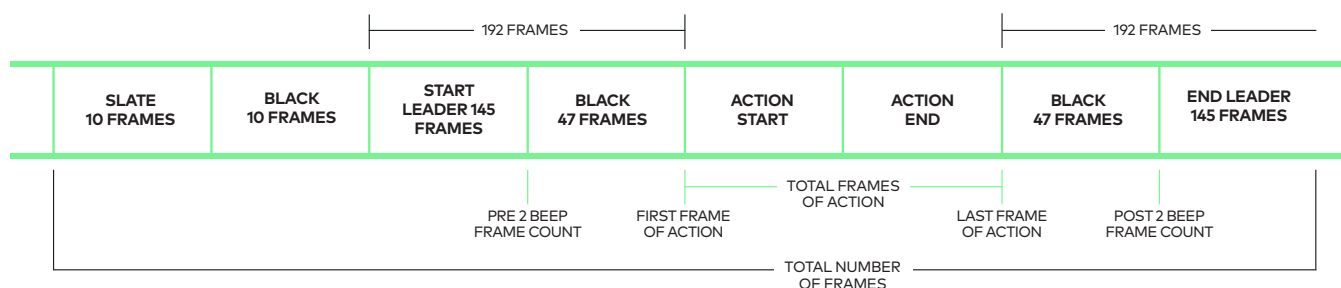
The following document contains production and delivery specs for Show-Time creative (DCinema masters/ JPEG 2000) contracted to appear in theatres by Cineplex Media.

For specs covering REALD 3D Masters, please see our spec sheet entitled: REALD 3D Masters at www.cineplexmedia.com

PRE DCDM / DCP PACKAGING

PICTURE FORMATS

1. Colour space must be in XYZ format
2. Image size for Scope aspect ratio must be 2048x858
3. Image size for Flat aspect ratio must be 1998x1080
4. Picture frame rate must be 24fps
5. Picture element must be in sync with sound element
6. MXF format must be set to Interop
7. Bit rate must not exceed 250MB
8. Assure all text is confined to Title Action Safe Area (consult users manual to pull up safe grids in your preferred editing software)
9. Ideal frame sequence should include: 10 frames slate, 10 frames black, a visible "2-beep" (one frame of 1KHZ tone placed 2 seconds ahead of first frame of picture), 47 frames black, followed by first frame of picture (**see below**)



Important note for all: Frame :00 is equal to Frame 1. In Other words :00 in video is frame 1 in absolute frames.

AUDIO FORMATS

1. Sound files Broadcast WAV format
2. 5.1 full surround audio. If only 2.0 (Stereo) audio, deliver as a 5.1 configuration with MOS on the extra channels
3. Sample rate 48KHZ at exactly 2000 samples per image frame (1/24 sec)
4. Frame rate must always be 24fps
5. Sound elements must be in sync with the picture element
6. The average sound level, over length of spot, (LEQ) must not exceed a loudness level of 82dB

DIGITAL CINEMA PACKAGE (DCP) REPLICATION NOTE

All DCP disks must be replicated by Deluxe Toronto to ensure DCP system compatibility on all digital screens contracted with Cineplex Media. **All supplied DCP packages must meet DCI (Digital Cinema Initiatives, LLC) specifications.**

To learn more about DCI specifications contact **Deluxe Toronto** or visit:

http://dcimovies.com/archives/spec_v1_2_No_Errata_Incorporated/index.html

ELEMENTS SUPPLIED MUST INCLUDE

1. An ASSETMAP file. This file must list all files that are included in your DCP – DCinema shipment, and follow the naming convention guidelines.
2. A CPL data file (.xml) for Flat aspect ratio.
3. A CPL data file (.xml) for Scope aspect ratio.
4. A jp2k picture file (.mxf) for Flat aspect ratio.
5. A jp2k picture file (.mxf) for Scope aspect ratio.
6. A PKL data file for Flat aspect ratio.
7. A PKL data file for Scope aspect ratio.
8. A VOLINDEX data file.
9. A .wav audio file (.mxf) which will be used for both Flat and Scope aspect ratios.
10. Bit rate must not exceed 250MB per second.

NOTES: All Master disks must be burned using ISO9660+Joliet **ONLY**

IMPORTANT:

For Content Title Text (CTT) and CPL please refer to: isdcf.com/dcnc/
The CTT **must match** the CPL's Annotation text and the PKL's Annotation Text

DCINEMA MASTERS/JPEG 2000 PACKAGE REQUIREMENTS:

- Should be delivered on DVD, if space is not an issue. (Please make arrangements with Sharon Dawe at Deluxe Toronto 416-957-6285 for alternate delivery options).
- Ensure that both the Flat and Scope spots (files) are presented in the same DCinema Package.
- Ensure that all files are at the route directory level on the media supplied. No folders or sub folders.
- Use separate DVD media for English Flat / Scope and French Flat / Scope.

The producer should contact all suppliers well in advance so that quotes and approvals can be obtained in a timely fashion. **Creative material masters are due 2 weeks prior to the start of the campaign flight in theatres.**

DELIVERING YOUR CONTENT

All creative must be sent by deadline date to Deluxe Toronto. Please ship with the master elements to:

ATTN: SHARON DAWE

Deluxe Toronto, Ltd.

901 King Street West, Suite 700
Toronto, Ontario, M5V 3H5
Tel: (416) 957-6285
Sharon.Dawe@bydeluxe.com

For more information, please contact:

SHARON DAWE

Project Manager,
Cinema Commercials -
Postproduction
Deluxe Toronto, Ltd.
Sharon.Dawe@bydeluxe.com
Tel: (416) 957-6285

SHAWN IRVIN

Coordinator
Show-Time Production
Shawn.Irvin@cineplex.com
Tel: (416) 539-8800 ext. 5263

CHANDRA HENDERSON

Coordinator
Show-Time Production
Chandra.Henderson@cineplex.com
Tel: (416) 539-8800 ext. 5301

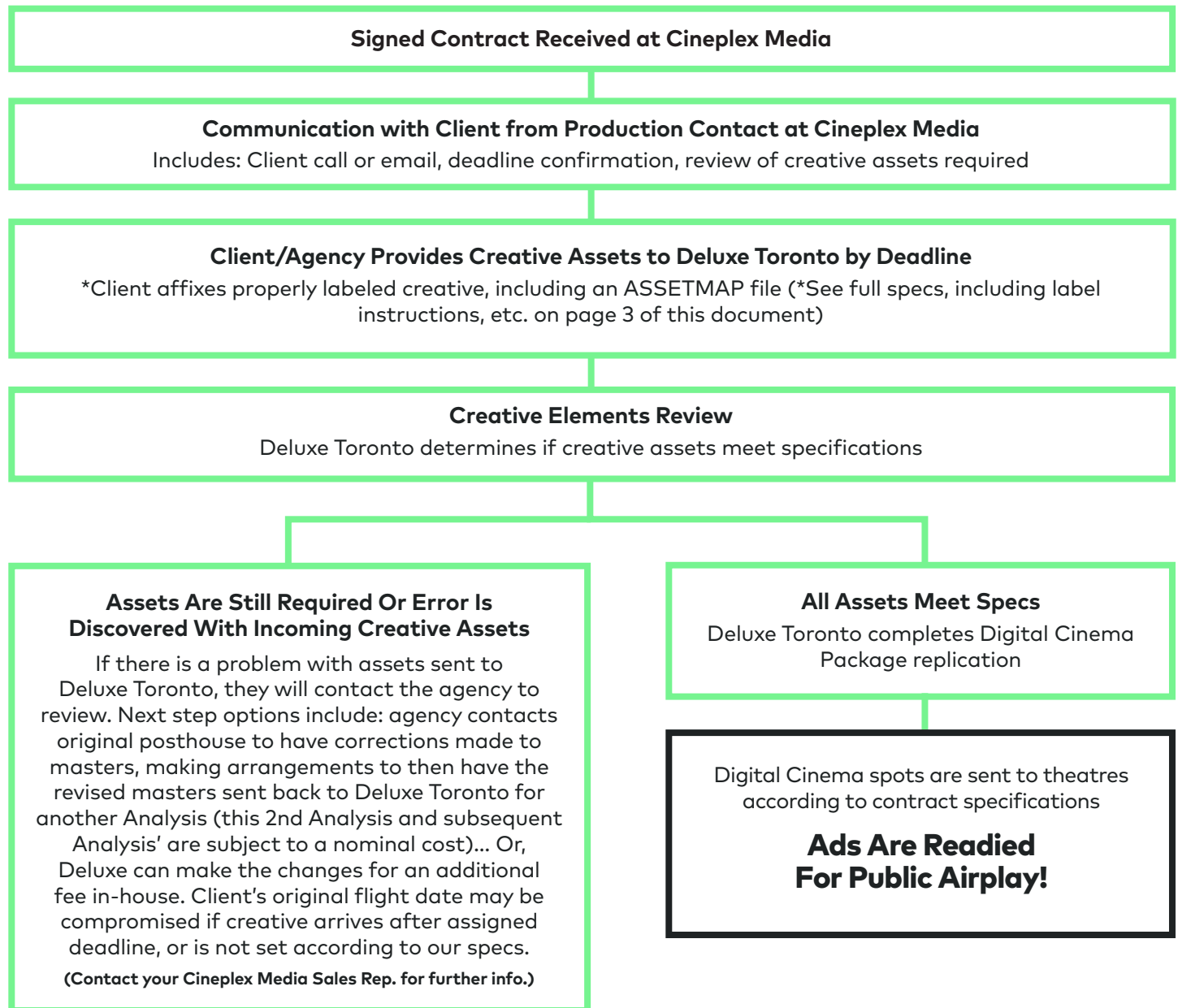
LABELING INSTRUCTIONS: All creative sent to Deluxe Toronto must be labeled with the client name, title, length of spot, language, format (Flat & Scope) & flight date.

Label Example:

ABC Company
"Toys in the Home" :60 sec
English Flat & Scope
Feb 14, 2017 (flight date)

DCP ANALYSIS PROCESS TAKES 10 BUSINESS DAYS

If you require a DCinema Transfer, please factor in an additional 5-7 business days



For Terms and Conditions, please refer to client contract.

For advertising policy, please go to cineplexmedia.com and view our advertising guidelines.

Please contact your Sales Representative for further information.