



SHOW-TIME

FLAT 3D DCINEMA TRANSFER

SPECS & CREATIVE DELIVERY INFORMATION

Please forward this entire specifications document to the post-production house producing the elements for 3D DCinema



NEW!

Additional fees per creative title will apply for each additional creative transfer. Please note FLAT only transfer will be sent to a secondary address after uploading to our supplier. Please contact your Cineplex Media Sales Rep -in advance- to discuss transfer fees.

All file transfer requests and associated fees must be recorded on your contract.

The following document contains production and delivery specs for Show-Time creative (Cinema Spot 4K DCinema Transfers) contracted to appear in theatres by Cineplex Media.

Please use this document to facilitate the transfer of your creative in order to meet Cineplex Media's 3D DCinema requirements. Cineplex Media's supplier of service is Company 3.

PICTURE FORMAT

PLEASE DELIVER:

- High Resolution HD Quicktime, 16-bit TIFF Sequence or 10-bit DPX file as two separate & discreet file sequences
- Each eye must be clearly identified in two folders: "Left_Eye" / "Right_Eye"
- Left eye and right eyes must have the same number of files and be in sync with each other
- Frame Rate should be 23.98 or 24 fps per eye, per second
- File resolution - 1920x1080

Please deliver picture and audio files via a file sharing site or the NEW Media Shuttle link:

<https://cineplex-dropbox.mediashuttle.com/>

REQUIRED FORMATS:

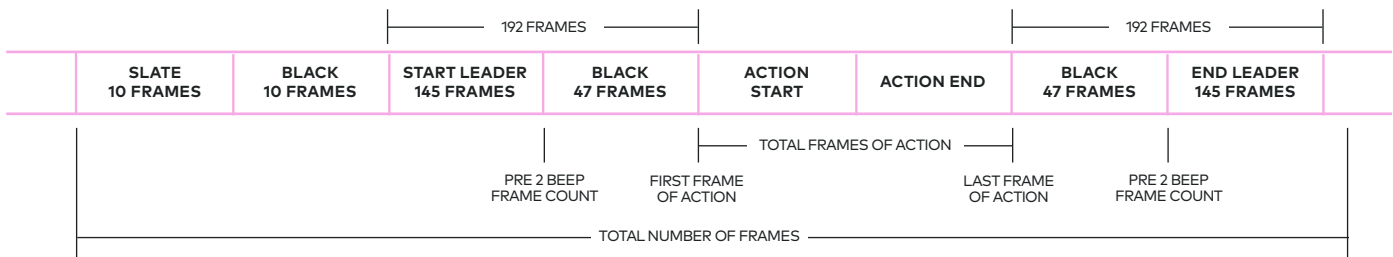
Flat version is required for all spots.

IMPORTANT: Pillarboxing and/or letterboxing are NOT recommended for 3D spots.



FLAT 1:85:1 (1998 X 1080)

All files must contain: 10 frames slate, 10 frames black, a visible "2-beep" (one frame of 1KHZ tone placed 2 seconds ahead of first frame of picture), followed by 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.

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DELIVERY REQUIRMENTS



AUDIO FORMAT

PLEASE DELIVER:

Full 5.1 Mix

If 5.1 mix & stems, deliver as a Broadcast 24-bit WAV format in a Sample rate of 48KHZ at 23.98 or 24fps, with an audible "2-beep" (one frame of 1khz tone placed 2 seconds ahead of first frame of picture) and LABELLED track assignments – Left, Right, Centre, Left Surround, Right Surround & Sub.

Deliver as a Pro Tools Session (with no plug-ins)

Stereo Mix (with individual stems)

If Stereo track, please provide the separate stereo mix stems, if at all possible, and Company 3 will re-master it into a full Dolby 5.1 mix.

IMPORTANT AUDIO LEVEL REQUIREMENT:

Please note that Cineplex Media has a technical requirement that the Audio does not exceed a loudness level of **82db LEQ**. This is an average frequency level, over the entire length of the spot.

IMPORTANT:

- Make sure files are labeled as follows: **spotname_flat_eng** or **fre_0001.tiff**
- Assure all text is confined to Title Action Safe Area (consult users manual to pull up safe grids in your preferred editing software)
- Double-check all text, supers, legals, logos, and urls (spelling, content & placement) before delivering material to Company 3, to reduce the possibility of revisions, which will incur additional charges, and may affect deadlines
- The English and French material **MUST** be delivered to Company 3 on the same day, to ensure there is no increase to the cost quoted for the transfer. Later delivery of either one of the versions will incur additional transfer fees. If picture or audio revisions are required after Company 3 has begun working on the transfer, additional charges will incur.

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DIGITAL CINEMA PACKAGE (DCP) REPLICATION NOTE

All DCP disks must be replicated by Company 3 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 **Company 3** or visit:

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

FOR MORE INFORMATION PLEASE CONTACT:

COMPANY 3

Email:

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Please ensure you are following the most up-to-date specifications. This document was last modified on **April 6, 2021**.

SPOT CREATION PROCESS TAKES 5-7 BUSINESS DAYS

Cineplex requires **1 week** to ship DCP's to theatres. Please plan accordingly to meet your deadline.

Communication with Client from Production Contact at Cineplex Media

Includes: Client call or email, deadline confirmation, review of creative assets required

Client/Agency Provides Creative Assets to Company 3 by Deadline

via Company 3 Aspera link or their own file sharing site

Creative Elements Review

Company 3 determines if creative assets meet specifications

If an Error Is Discovered With Original Material

Company 3 work is halted until all creative is received by creative agency, meeting outlined specifications. Company 3 will contact Cineplex Media to review. Next step options include: agency contacts original posthouse to have corrections made to material, making arrangements to then have the revised material sent back to Company 3 for output. Client's original flight date may be compromised if creative arrives after assigned deadline, or is not set according to our specs.

(Contact your Cineplex Media Sales Rep. for further info.)

All Assets Meet Specs

Company 3 creates 3D DCinema Masters

Client approval process is arranged and held at Company 3 exclusively

Masters are sent for output to DCinema disks

Digital Cinema disks are sent to theatres according to contract specifications.

**ADS ARE READIED
FOR PUBLIC AIRPLAY!**

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.