



**International Digital Film Forum**  
**January 30<sup>th</sup>, 31<sup>st</sup> and February 1<sup>st</sup> 2008 - PARIS**

### **IDIFF 2008 : digital exhibition becomes a reality**

IDIFF (International Digital Film Forum), **the tradeshow for cinema professionals** will be held from January the 30<sup>th</sup> to February 1<sup>st</sup> 2008 in Paris (Palais des Congrès). It will give every actor of the cinema industry the opportunity to **uncover the impact of digital technologies** on their professions.

With “**The next generation theatre**” workshop, situated on the heart of the tradeshow, the 2008 edition of IDIFF is primarily focused on theatrical management. It will present the different areas of a cinema (the hall, the cashdesk, the programmer’s room, the booth and the screening room) equipped with existing or future digital technologies.

An other workshop will offer the possibility to **study the distribution process of a digital film**. With the help of our partner Ymagis, distributors will have the opportunity to have a digital copy of a film’s extract or trailer encoded and prepared, this to give them a better understanding of the technical stakes of digital distribution.

**A preview screening in digital of two films** is scheduled on the evening of wednesday the 30<sup>th</sup>.

The entire day of Thursday the 31<sup>st</sup> will be **dedicated to the exhibition and distribution industry discussing**, among other things, **feedback on digital releases** from several European distributors. Another conference, entitled “**Digital : which strategy for 2008?**”, will discuss the pros and cons of the emerging business models.

Visitors will also have the possibility to attend 4K and 3D screenings and to meet every manufacturers, installers and third-party investors.

To attend : visit <http://www.idiff.org>

*The access to the tradeshow, the workshops and the conferences is free for the Europa Distribution members. Please subscribe on:*

[http://www.idiff.org/inscription\\_asso\\_va.php](http://www.idiff.org/inscription_asso_va.php)