



CINEPLEX MEDIA

FULL MOTION SHOW REALD 3D MASTERS SPECS & CREATIVE DELIVERY INFORMATION

THE FOLLOWING DOCUMENT CONTAINS PRODUCTION AND DELIVERY SPECS FOR FULL MOTION CREATIVE (REALD 3D MASTERS) CONTRACTED TO APPEAR IN THEATRES BY CINEPLEX MEDIA. FOR SPECS COVERING 35MM MASTERS AND DCINEMA MASTERS/JPEG 2000, PLEASE SEE OUR SPEC SHEET ENTITLED: 35MM MASTERS AND DCINEMA MASTERS/JPEG 2000 AT WWW.CINEPLEXMEDIA.COM

PLEASE FORWARD THIS 4-PAGE SPEC SHEET TO THE POSTPRODUCTION HOUSE PRODUCING THE ELEMENTS FOR REALD 3D

DELIVERY REQUIREMENTS-ENGLISH

All material must adhere to the specifications provided by the Digital Cinema Initiatives, LLC. Documentation – Digital Cinema Specifications **Version 1.2 or later** (http://www.dcinovies.com/DCIDigitalCinemaSystemSpecv1_2.pdf) and Digital Cinema Naming Convention Version 3.0 or later (<http://www.digitalcinemanamingconvention.com/>).

All DCP packaging must be processed using one of the following industry approved DCinema encoding technologies:

- **Clipster DCI Encoding Technologies - Model Version 3**
- **Doremi Labs, Inc - Model DMS2000**
- **QUVIS QUSTUDIO**

Masters produced using any free shareware or DCP encoding software will not be accepted for submission.

PICTURE FORMAT:

- Colour space must be in an XYZ format
- Image size for Scope aspect ratio must be 2048 X 858
- Image size for Flat aspect ratio must be 1998 X 1080
- Video sequence must start with the left frame then the right frame, alternating between each for the duration of the program.
- Picture frame rate must be 24 fps for each eye
- Picture element must be in sync with the sound elements
- Encoding MXF format must be set to 3D
- Encoded combined Left / Right Eye picture frame rate must be 48 fps
- Bit Rate must not exceed 125MB per second per eye with a combined left eye / right eye not exceeding 250MB per second

AUDIO FORMAT:

- Sound files Broadcast WAV format
- Audio can be in a 2 channel stereo or 5.1 full surround audio configuration
- Sample rate 48KHZ
- Frame rate 24 frames per second
- Sound elements must be in sync with the picture element
- The presentation level for sound must not exceed a loudness level of 82dB LEQ. This is an average loudness over the length of the spot

ELEMENTS SUPPLIED MUST INCLUDE:

- An ASSETMAP file. This file must list all files that are included in your DCP – DCinema shipment
- Follow the naming convention guidelines set below
- A CPL data file (.xml) for Flat aspect ratio
- A CPL data file (.xml) for Scope aspect ratio

- A jp2k picture file (.mxf) for Flat aspect ratio
- A jp2k picture file (.mxf) for Scope aspect ratio
- A PKL data file for Flat aspect ratio
- A PKL data file for Scope aspect ratio
- A VOLINDEX data file
- A .wav audio file (.xmf) which will be used for both Flat and Scope aspect ratios

NAMING CONVENTION GUIDELINES

Naming conventions must include:

- Product Name (i.e. Coke)_Product Title (i.e. Summer Fun)_Language (i.e. English or French)_Aspect Ratio (i.e. Flat or Scope)_DCinema Encoding Name_3d Spec (i.e. i3Dgb=3D Interop Ghost-Busted or i3D-ngd=3D Interop Nonghost-busted) (i.e. f4d6fa3b-447f-441b-b0f3-f58f3a47a1fe). Please contact Deluxe Postproduction or visit www.digitalcinemanamingconvention.com for more information.



DCDM (REALD 3D MASTERS) PACKAGE SHOULD:

- Be delivered on DVD, if space is not an issue. (Please make arrangements with Sharon Dawe at Deluxe Postproduction 416-957-6285 for alternate delivery options).
- Ensure that both Flat and Scope spots (files) are presented in the same RealD 3D Package as shown on page 1.
- 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.
- It is **recommended** that material using RealD 3D display technology should be preprocessed by the "Interop Ghost Bust" process, but not mandatory for RealD 3D server playback. Please call Sharon Dawe at Deluxe Postproduction if you are not able to process images in this way, as additional arrangements are required for this process to be executed

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 4 WEEKS PRIOR TO THE START OF THE CAMPAIGN FLIGHT IN THEATRES.

IMPORTANT – SOUND LEVEL RESTRICTIONS

Cineplex Entertainment requires a loudness level that does not exceed an average of 82dB on 35mm and JPEG 2000 sound elements. This standard is based on measurements by the Dolby LEQ Meter, which gives a numeric value to a loudness average over the length of a commercial. The sound level of 82dB is considered internationally to be the acceptable maximum level.

DIGITAL CINEMA PACKAGE (DCP) REPLICATION NOTE

All DCP disks must be replicated by Deluxe Postproduction 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. For more information contact Deluxe Postproduction or visit http://www.dcimovies.com/DCIDigitalCinemaSystemSpecv1_2.pdf

DELIVERY INSTRUCTIONS – CREATIVE PURCHASE ORDER NUMBER

ALL FULL MOTION CREATIVE WILL BE ASSIGNED A PURCHASE ORDER NUMBER BY CINEPLEX MEDIA.

TO OBTAIN YOUR PURCHASE ORDER NUMBER, PLEASE CONTACT CHERYLIN FOXON AT CINEPLEX MEDIA.

CHERYLIN CAN BE REACHED VIA EMAIL AT: CHERYLIN.FOXON@CINEPLEX.COM

ALL CREATIVE MUST BE SENT BY DEADLINE DATE TO OUR POSTPRODUCTION HOUSE. THE PACKING SLIP CAN BE FOUND ON PAGE 3. PLEASE ENSURE THAT IT IS COMPLETED IN FULL AND IS SHIPPED WITH THE MASTER ELEMENTS TO:

ATTN: Sharon Dawe

Deluxe Postproduction Toronto, 424 Adelaide Street East

Toronto, ON M5A 1N4

Tel: 416-957-6285

Sharon.Dawe@bydeluxe.com

LABELING INSTRUCTIONS: ALL CREATIVE SENT TO DELUXE

POSTPRODUCTION MUST BE LABELED WITH THE CLIENT NAME, TITLE, LENGTH OF SPOT, LANGUAGE, FORMAT (FLAT & SCOPE) & FLIGHT DATE. PLEASE ALSO INCLUDE THE PO # SUPPLIED BY CINEPLEX MEDIA.

LABEL EXAMPLE

ABC Company

"Toys in the Home" :60 sec

English Flat & Scope

PO# CPX-D324 (assigned PO# from Cineplex Media)

Feb 14, 2009 (flight date)

TERMS AND CONDITIONS – FULL MOTION 35mm & DCinema/JPEG2000

→ Full Motion advertising is not permitted to run prior to certain distributors' films. Because of this, the total number of screens may actually be lower than stated. A 5% reduction to the total screen count must be applied to compensate for this.

→ Total chain count includes Cineplex Entertainment, Festival Cinemas, Fortune Cinemas, AdFilms, Quebec Independents, Empire Cinemas, Alliance Cinemas, AMC Theatres, Landmark Theatres, Ontario Cinemas and Cinemark (screen and chain count subject to change without notice).

→ Regional bookings are subject to pre-emption by national bookings.

→ Full material requirements, sound level restrictions and delivery instructions as well as the Cineplex Media rate card can be found at www.cineplexmedia.com and are incorporated herein.

→ Client (eg. Ad Agency) and Advertiser are

jointly & severally liable for all content submitted, (i.e., text, representations, photographs, illustrations or graphics) and shall indemnify Cineplex for any liability resulting therefrom. Client and Advertiser each warrant that it has all rights necessary to direct publication of the material submitted and that such materials are in compliance with all applicable laws.

→ Materials are due a minimum of four (4) weeks prior to the start of the Full Motion campaign start date (see production specs or Cineplex Media rate card) or pursuant to separate written controlling agreement between the parties, if any, including specific dates detailed on this contract (the "Material Deadline"). Clients are asked to carefully review the full motion production schedule for creative deadlines. Full specs can be found at www.cineplexmedia.com. Late materials may, in Cineplex's sole discretion, result in the cancellation of this contract.

→ If creative materials are late, Cineplex will not guarantee Client's original contracted start date and Client will not be eligible for any special credits or makegoods.

→ All advertising must be consistent with the Cineplex Media Advertising Policy which may be found at www.cineplexmedia.com and is incorporated herein. Nothing herein obligates Cineplex to display advertising that it deems, in its sole discretion, to be contrary to its business interests either before or after display. In which case, Cineplex shall advise Client in writing and may terminate this contract without further notice, obligation or compensation. Acceptability of all advertising is at the sole discretion of Cineplex. Advertising spots must be approved in advance of publication by Cineplex. If creative is controversial, please ensure early review and submission for approvals.

→ Cancellation must be received by written notice within 60 days prior to the start of the campaign. Refunds will not be issued if the contract is cancelled after the 60-day notification period has passed.

→ Contracts that are category-exclusive are non-cancelable.

Full contract terms and conditions are available at www.cineplexmedia.com

If you have any questions, please consult your Cineplex Media sales rep for more information.

Thank you for your business!



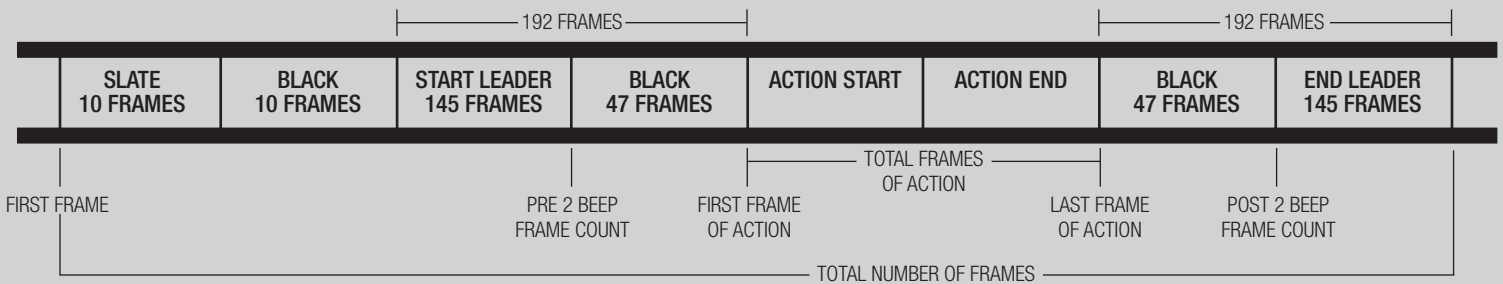
FULL MOTION SHOW REALD 3D MASTERS PACKING SLIP
PLEASE COMPLETE THE FORM BELOW TO ENSURE PROPER THEATRE PLAYBACK:

DELIVERED MEDIA FORMAT

Client: _____ Campaign Title: _____ P.O. # _____
 Due date (minumum of 4 weeks before start date): _____ Video: _____
 Audio: _____ Colour Space: _____
 Contact Name: _____ Telephone: _____
 Email: _____ Signature: _____

ENGLISH DVD: FRENCH DVD: OTHER (please specify): _____

Flat and Scope format for English must be on one disk. Flat and Scope format for French must be on a separate disk. Each package of RealD 3D elements must arrive with the appropriate packing slip completed and firmly attached to the outside of the box. Elements must be properly labeled as per below. Incoming files must all be accompanied by an ASSETMAP File (as per instructions on page 1 of this RealD 3D masters spec sheet, also found online at www.cineplexmedia.com). *For multiple titles, please fill out the respective amount of packing slips and use the appropriate P.O. number.



FINAL DELIVERY FORMAT:

REEL VIDEO AUDIO	SLATE FIRST FRAME	PRE 2 BEEP FRAME COUNT	FIRST FRAME OF ACTION	LAST FRAME OF ACTION	TOTAL FRAMES OF ACTION	POST 2 BEEP FRAME COUNT	TOTAL # OF FRAMES	VERIFY DCP	VERIFY ENCODING

For audio only: LEQ = _____ (82dB Maximum)

IMPORTANT NOTE FOR ALL: Frame :00 is equal to Frame 1. In Other words :00 in video is frame 1 in absolute frames.

Additional comments: _____

Ship RealD 3D elements with this packing slip completed in full to:
ATTN: Sharon Dawe
Deluxe Postproduction Toronto
424 Adelaide Street East
Toronto, ON M5A 1N4
 Tel: 416-957-6285
 Sharon.Dawe@bydeluxe.com

Please ensure all elements are labeled as follows:
LABEL EXAMPLE
ABC Company
"Toys in the Home" :60 sec
English Flat & Scope
PO# CPX-D324 (assigned PO# from Cineplex Media)
Feb 14, 2009 (flight date)



REALD 3D MASTERS AD PRODUCTION PROCESS

OUR PRODUCTION PROCESS TAKES 20 BUSINESS DAYS.

