



INVITATION D-CINEMA AND BEYOND

presented by:

**Invest in
Germany**



Land of Ideas

DEAR GUEST,

Germany has a long tradition as a land of ideas. Be it the fax machine, the computer or the television set, German inventions have revolutionized global communication. We remain faithful to this tradition. Most recently it was the MP3 format developed by the Fraunhofer Institute which has changed the music market throughout the world. The sharing of our innovative think tank of ideas first came to life at Cinevision 2006, a ground-breaking project paving the way towards the digitization of traditional cinema. We are proud to continue in this tradition at the Digital Cinema Summit Reception and the NAB 2007.

Fraunhofer and its industrial partners have developed key technologies for the cinema of the future. Examples are Arri's digital film camera D20, the world's most advanced distribution chain for D-Cinema developed by T-Systems and awarded by IBC, and the 5k multi-projection system developed by Fraunhofer

HHI, which provides a completely new and immersive viewing experience for live events, and which we will demonstrate at the Brenden Theatre in Las Vegas after the Digital Cinema Summit Reception. It gives me great pleasure to invite you to experience spectacular technologies on April 15, 2007 in Las Vegas, where you will learn everything about CineVision2006 and its business potential directly from the inventors – even before it establishes itself on the international markets. We welcome you to this special event hosted by "Invest in Germany – Land of Ideas".

Prof. Dr. Hans-Jörg Bullinger
President of the Fraunhofer-Gesellschaft,
Corporate Management and Research

Date Sunday, April 15 2007

Place International Food Court at the Las Vegas Convention Center, Brenden Theatres and IMAX located at THE PALMS Resort and Casino, Moon Club

Host Chernob Jobatey, Germany's no.1 morning news anchorman

Further information Call 415-248-1240 or visit our websites at www.gaccsanfrancisco.com and www.land-of-ideas.org

If you plan on attending our event, please RSVP directly by calling Dahlia Krausse at 415-248-1240, send an email to info-ca@gaccny.com, or fax us at 415-627-9169.

Seats are limited so don't delay!

Program

5.30 p.m. Digital Cinema Summit Reception (International Food Court at the Las Vegas Convention Center) – Begin the evening by relaxing, networking and catching up with friends and peers over refreshing beverages, wine and delicious hors d'oeuvres.

7.00 p.m. Shuttle busses arrive to take guests over to the Brenden Theatres and IMAX located at Las Vegas' premiere location, THE PALMS Resort and Casino.

8.00 p.m. International red carpet premiere of 5k multi-projection system

9.30 p.m. Following the show, allow us to treat you to a nightcap at Vegas' hotspot lounge and dance club Moon, located at THE PALMS.

