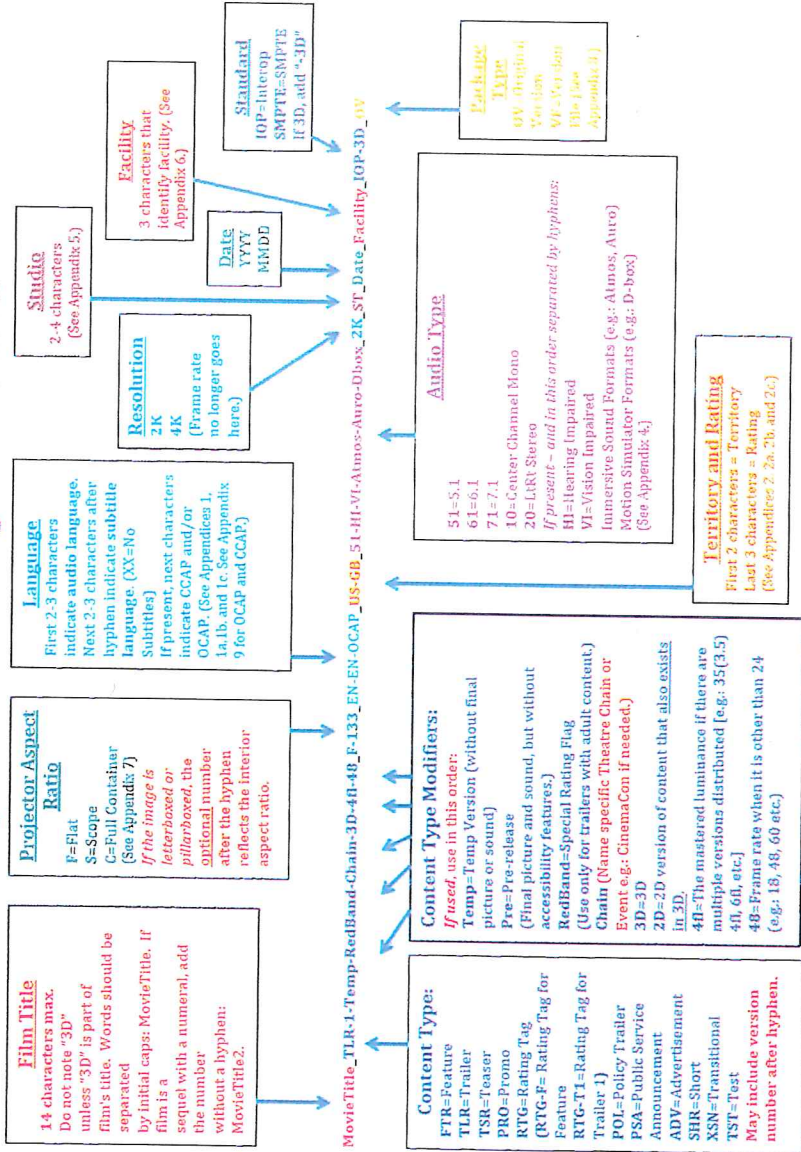


Digital Cinema Naming Convention V.9



General Notes and Tips

The Digital Cinema Naming Convention works best if theatres see consistent naming patterns from all the studios. By following the Naming Convention precisely, studios can help theatres find packages on their servers by eliminating the visual chaos of random information placement.

Follow the Digital Cinema Naming Convention precisely!

The Digital Cinema Name is divided into fields and sub-fields. Fields are separated by underscores (_). For example: MovieTitle_FTR etc.

Within a field, hyphens separate information into sub-fields. For example: "TLR-1-2D".

You should NEVER eliminate fields from a digital cinema package name since there are software programs that count fields in order to find and identify certain pieces of information. You can however eliminate the hyphenated sub-fields if you do not need the information.

For example, if you had "TLR-1-3D-4R" in your Content Type field of a trailer package, you could choose to eliminate "4R" if you mastered the trailer at only this one luminance. You should separate the words in your movie's title with initial caps. For example: "MovieTitle" is correct.

Do not use hyphens or underscores to separate the words of the title: "Movie-Title" and "Movie_Title" are incorrect and can cause problems with some software.

