



Independent Cinemas  
Association of Australia

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## ICAA SERVICES NETWORK OPERATIONS CENTRE WELCOMES THE 100<sup>TH</sup> CONNECTED INDEPENDENT CINEMA

**Sydney Australia: The Independent Cinemas Association (ICAA) today welcomed Dendy Cinemas Canberra as the 100<sup>th</sup> cinema site to connect to the ICAA Services Network Operations Centre (ICAA NOC).**

Adrienne Pecotic CEO of ICAA and ICAA Services Pty Limited stated "We are very pleased to announce the 100<sup>th</sup> independent cinema connection and to welcome Dendy Canberra to the ICAA NOC - the most extensive network of independent cinemas in Australasia."

Nick Hayes, Head of Dendy Cinemas and Head of Theatrical Operations Icon Films said "Full digital deployment presents significant opportunities and challenges. We are delighted that Dendy Canberra is the 100<sup>th</sup> cinema site to connect to the ICAA NOC. We now have all our cinema sites connected to the ICAA NOC receiving the best possible technical help desk support and training to secure the digital future of our cinema business."

Dendy Canberra's 9 screen site has now joined with 437 other screens to benefit from the ICAA NOC dedicated private MPLS network which is a full service digital monitoring facility and technical help desk specifically established for independent cinemas in Australia and New Zealand. All independent cinemas are welcomed to apply to join the ICAA NOC by contacting Stephen Davis, NOC Manager on 1300 306 857 or [nocmanager@icaaservices.com.au](mailto:nocmanager@icaaservices.com.au).

Dendy Canberra's 9 screens are also amongst the more than 450 screens benefiting from the ICAA Cinedigm Independent Cinemas VPF Program. Since the program commenced in June 2013, over \$600,000 in VPF Payments has been contributed by distributors to assist participating exhibitors with the significant cost of conversion to digital projection systems.

**The closing date for the ICAA Cinedigm Independent Cinemas VPF Program was recently announced and any exhibitor wishing to apply for the VPF is encouraged to urgently contact Diane Anselmo at [danselmo@cinedigm.com](mailto:danselmo@cinedigm.com) or call Adrienne Pecotic on +61 414 66 45 66 by December 20, 2013.**

### Background

ICAA Services partnered with Christie Digital Services in January 2012 to help design, construct and provide software systems and remote support through the ICAA Services Network Operations Centre (ICAA NOC) to independent cinemas in Australia and New Zealand.

The ICAA NOC provides powerful connectivity for digital delivery services and technical support. It provides exhibitors and staff with a professionally trained technical support team only a phone call away – 24/7. It delivers the ultimate low cost, high care approach so exhibitors spend only what is necessary to keep their digital cinema operational while working closely with service providers to protect exhibitor's investment in digital technology and infrastructure.

This cost effective approach helps ensure digital projection equipment functions efficiently providing maximum up time 'on screen'. Membership of the ICAA NOC also enables scheduled software updates and basic preventative maintenance to be conducted remotely with the support of the in-house cinema team.

### About ICAA Services:

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ICAA Services Pty Ltd was established on a not for profit basis by the [Independent Cinemas Association of Australia](#) [link] to

- Support independent exhibitors in Australia and New Zealand convert to digital and connect to digital services;
- Ensure exhibitors most effectively protect the investment in digital technology and infrastructure and maximise up time 'on screen'.
- provide impartial digital support services and DCI compliance advice including troubleshooting and technical assistance by telephone and 'true' remote cinema connection to exhibitors,
- manage and execute software and firmware updates remotely for supported equipment to the extent possible during non-operational hours,
- provide the VPF monitoring and emergency response services required by the studios,
- make available to the exhibitor detailed reporting to assist in the measurement of performance and maintenance of supported projection equipment and systems, and
- work alongside professional third party service providers to reduce exhibitors' reliance on site visits for ongoing maintenance, servicing and software upgrades.