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SHORT FILM*

*AWARDS SEASON
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[Quarterly Publication]

2019 Spring

[Issue 006]

Published by: Hollywood International Film Exchange

Address: 6565 East Washington Blvd,
Los Angeles, CA 90040, USA

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STAN LEE: A MARVEL—OUS LIFE

The late Stan Lee leaves behind a legacy of superhero characters who will live on forever.

This prolific genius created, or co-created, icons like Spider-Man, Iron Man, Black Panther, X-Men, The Incredible Hulk, Thor, Ant-Man and so many more.

He was the creative leader of Marvel which dominated the comics industry and later expanded into a corporation which now dominates the movie business.

Making memorable cameo appearances in the Marvel films, Lee continued working right up until his death in November 2018 at the age of 95.

Perhaps his greatest legacy is in making the world understand through his characters that ordinary people can become extraordinary.

His was certainly an extraordinary life and Hollywood International Filmmaker Magazine, whose publisher Jimmy Jiang was friendly with Stan, is honored to pay tribute to him in our pages.

—Sandro Monetti



Staff of Hollywood International Filmmaker



Editor Sandro meets Spider-Man





OTHER HOLLYWOOD GREATS WE LOST OVER THE LAST YEAR

Burt Reynolds
(Smokey and The Bandit)



Margot Kidder
(Superman)



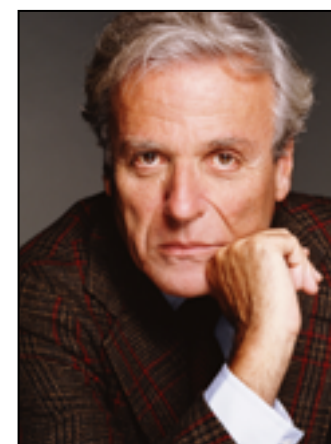
Verne Troyer
(Austin Powers)



Tab Hunter
(Damn Yankees)



Willam Goldman
(Screenwriter)



Penny Marshall
(Director)



Bernardo Bertolucci
(The Last Emperor)



Albert Finney
(Annie)



Luke Perry
(Beverly Hills 90210)



MAY THEY REST IN PEACE



Hollywood International Film Exchange

New Releases

JURASSIC PET

侏罗纪宠物

An adventurous teenager summons the courage to help a friendly dinosaur to escape from the clutches of a mad scientist who wants to use him for experiments.

HiFex is the legal consultant arranging with Primeking Investment Limited to secure distribution rights in Malaysia and Brunei.



极限女保镖



Since winning the best actor Oscar just over a year ago for playing Winston Churchill in Darkest Hour, Gary Oldman has been more in demand than ever for great film roles.

It's a great tribute to The Courier that he has selected this thrilling action project as his next film and the company is thrilled to welcome this great British star to the Hi-Fex family.

This action-packed thriller finds an ex-military female courier hired to deliver a package which turns out to be a bomb intended to silence a witness in a murder trial. When she realizes she is being set up, the courier protects the witness and instead delivers an ass-kicking to the bad guys. Former James Bond girl Olga Kurylenko (Quantum of Solace) stars.



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Big Screen, Big News



Since 2005, Big Screen Entertainment Group has been making a string of crowdpleasing films.

The diverse and dynamic slate includes titles like Dirty Love (pictured), Babysitter Wanted, Forget About It, Hidden Affairs, A Mosquito Man and William Shatner's Gonzo Ballet

Big Screen has also partnered on the distribution and sales on a series of documentaries focused on entertainment icons like Marilyn Monroe, Frank Sinatra, Michael Jackson and The Beatles



In 2019 and beyond, Big Screen is focusing on commercial films perfect for the fast changing entertainment landscape.

These include comedy This Gets Ruff (script reading pictured).



好莱坞国际快报

HOLLYWOOD INTERNATIONAL EXPRESS

Hollywood International Express is a daily international entertainment online news and website owned by Hollywood International Film Exchange (HiFex).

Hollywoodiexpress.com features breaking entertainment news, box office results, film and TV production, industry updates, especially China-Hollywood news and stories. It also has English Version and Chinese Version right now.

BIG SCREEN

Entertainment Group

BIG SCREEN ENTERTAINMENT GROUP (Stock: BSEG) is a publicly traded Media and Education Company with Global ties to China, Europe and Australia.

We produce and distribute motion pictures, television programming, reality television, games and simulators, and many more services for various specialty companies.

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PAUL MCCARTNEY'S SHORT FILM

All You Need Is... Compassion

Beatles legend Paul McCartney acts in a new short film alongside Oscar winning actress Emma Stone.

Who Cares is a musical movie with a message about the importance of standing up against bullying and negativity.

The icon wanted to use the compassionate storyline and title song to help young people going through hard times know they are cared about and can overcome difficulties.

He said, "My hope is that if there are kids being bullied, maybe by listening to and watching this they might just think it's not as bad, that it's the kind of thing you can just stand up to, laugh off and get through."

Who Cares is available from Apple Music.



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IT'S ROCKY WITH DRESSES!

One of the more interesting looking movies now in active development is Red Lotus, a biopic of international fashion designer Sue Wong

The film will follow her rags to riches rise from humble circumstances in a remote village in China to the summit of Hollywood as a world class couturier.

"It's been quite a journey from there to here," admits Sue, whose elegant creations have been worn by stars including Taylor Swift, Tyra Banks, Anne Hathaway and Jessica Biel.

But now she is set to be the one in the spotlight with a movie which aims to be as stylish and entertaining as its subject.

Wong, who lives in iconic Los Angeles mansion The Cedars that was previously home to a string of big names from Bela Lugosi to Johnny Depp, still holds much affection for her native China and plans to open a museum there featuring many of her exquisite gowns.

—Sandro Monetti



BUMBLEBEE'S GREAT BUZZ

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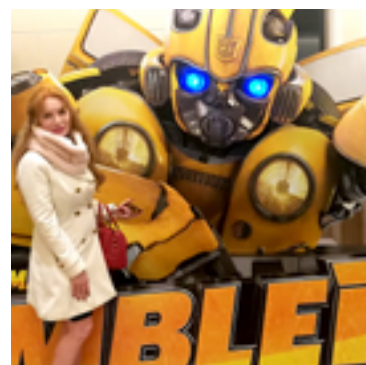


The Transformers franchise has been given new life with the success of spin-off movie, Bumblebee.

A global box office hit and the best reviewed of all the six Transformers movies, the film scored an impressive 93 percent rating on review site Rotten Tomatoes where its critical consensus reads, "Bumblebee proves it's possible to bring fun and a sense of wonder back to a bloated blockbuster franchise and sets up its own slate of sequels in the bargain."

Hollywood International Filmmaker magazine executives attended a special pre-release screening of the movie at Paramount Studios in Hollywood.

Bumblebee stars Hailee Steinfeld and John Cena and follows the adventures of an Autobot defending the Earth while disguised as a classic Volkswagen Beetle.





The China Film Association has a new chairman.

Daoming Chen has been elected by the board to this key position in the Chinese film industry.

He is an actor who has starred in close to 30 films, including Hero, My 1919 and Infernal Affairs III.

Well liked by audiences and respected as an intellectual,

he has won a string of awards for his screen performances.

Founded in 1949, the China Film Association is a group of Chinese filmmakers which, among other duties, organizes the prestigious Golden Rooster Award and the Hundred Flowers Award.

CHINA FILM ASSOCIATION'S NEW CHIEF

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AIRPORT LUXURY IS TAKING OFF



Airlines are stepping up their efforts to truly make travel a five-star experience for film stars and other high-profile passengers departing from Los Angeles.

Exclusive services at LAX Airport now include VIP entrances, private check in counters, luxury lounges, upscale menus and various means of avoiding the paparazzi—including a fleet of BMWs to drive passengers directly to the plane for boarding.

Reese Witherspoon, Matthew McConaughey and Dwayne Johnson are among the big names who have recently sampled the superstar treatment there.

Leading the way is American Airlines which has spent \$200 million improving and expanding its luxury travel services and sees LAX—the west coast gateway to the Asia-Pacific region—as a key departure point given all the rich and famous potential customers who travel from there.

“We are setting ourselves apart from the competition,” said American’s senior vice president (Los Angeles) Suzanne Boda of the company’s Flagship First amenities.

Just as Hollywood studios and talent agencies are battling to win the big stars, it seems airlines are too and they will spend big to do so.

—Sandro Monetti



HOLLYWOOD'S GOLDEN NIGHT

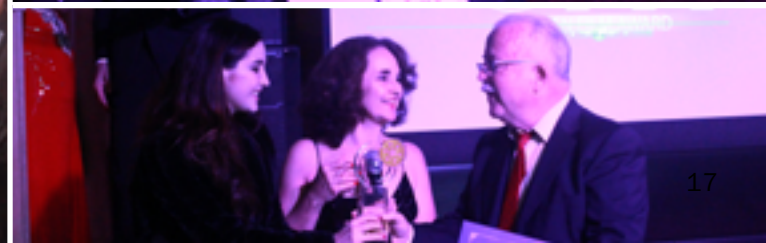
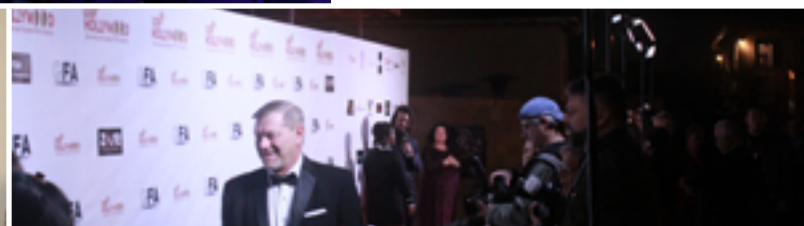
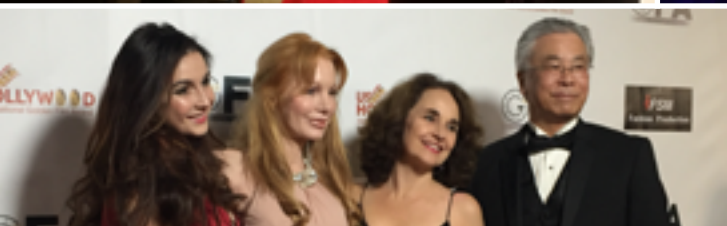


Moviemakers from around the world gathered in Los Angeles for the Hollywood International Golden Film Awards.

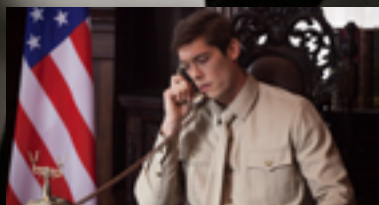
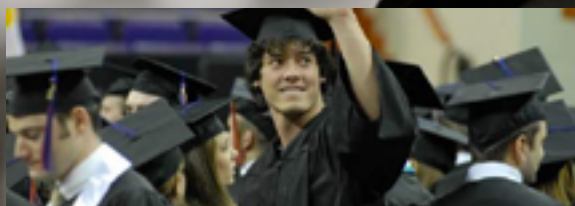
More than just a ceremony celebrating excellent and emerging talent, this popular annual event has a mission to foster communication through all cultures via cinema.

A multicultural exchange in the heart of Hollywood, the GFA also serves as a platform to showcase imaginative and unique filmmaking styles which can move the industry forward.

Hollywood International Filmmaker Magazine executives were among the attendees at the ceremony.



MEET THE AMERICAN ACTOR CONQUERING CHINA



Matt Knowles is well on his way to becoming one of the most popular actors in China—even though he is American.

The six-foot four hunk from South Carolina cleverly saw a career opportunity in the recent rise of the Chinese film industry.

He learned Mandarin, moved to China, became the first non-Asian to study acting at the Beijing Film Academy and has since starred in a string of TV shows and movies over there.

Known as Ma Tai to his many Chinese fans around the world, he spoke exclusively to Hollywood International Filmmaker Magazine and gave this advice for readers: "Get involved in some way with the Chinese film industry now or the ship may sail without you."

Athletic Matt had been set for an entirely different career in the sports but a knee injury ended his football career and dreams of NFL stardom. Such a blow would have broken the spirit of lesser men but he channeled his energies into acting instead.

"I cannot quit," explains Matt. "If I cannot possibly succeed at one thing then I will apply that energy to something else. I think that mentality is something that is very necessary working in the entertainment field. My outlook on life is that if I am not moving forward and learning and improving and competing, then what is the point of life?"

Learning Chinese was the first step and it's one he suggests other international actors follow.

"Many Chinese directors cannot speak much English and they feel much more comfortable being able to communicate directly with their actors on set. So even if you only act in English speaking roles, it will still benefit everyone if you can speak Chinese. Learning the language and culture of the people will help you stand out."

It has certainly helped Matt whose many credits include the TV military drama *Red Star Over China* and fantasy film *Asura*.

—Sandro Monetti

AWESOME EXTERIORS

In the celebrity filled city of Los Angeles, even the buildings are famous.

So many of them have been used as locations for popular movies and TV shows that a whole tourist industry has emerged around visits to these iconic locations.

The skyscraper from Die Hard, the hotel from Pretty Woman and houses from Halloween and Nightmare on Elm Street are among the dozens of sites on LA's highest rated such tour.

That's the Movie Locations Tour from Tourific Escapes, whose founder Trish Procetto says, "Seeing the places where the most beloved and endearing movies were filmed is a big draw.

"Getting a glimpse of those locations and learning about the making of the movies shot there makes any fan feel closer to their favorite films."

The pictures on this page show some of the exteriors featured and are captioned with the names of the movies that made them famous.



The Muppets



The Aviator



Pretty Woman



Hansel and Gretel



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Hollywood's Funniest Awards Show

Hollywood has so many awards ceremonies but none are as fun as the Toscars, which is a parody version of the Oscars.

Like the real thing, there's a red carpet, press photographers, celebrity presenters and a panel of judges but the films competing for the golden trophies are very different.

They are all five-minute spoof versions of the films nominated that year for the best picture Oscar.

All of the comedy shorts are made quickly—and cheaply on a \$250-per-film budget—in the days leading up to the ceremony by enthusiastic teams of filmmakers from the ex-pat community Brits in LA.

"It's silly, it's fun, it's light and a great giggle," said Brits in LA co-founder Craig Young who launched the annual contest 11 years ago.

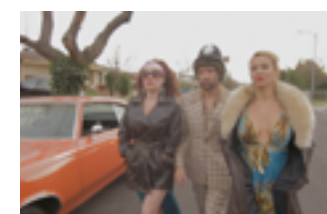
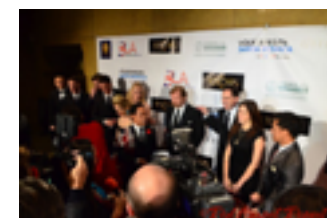
There are often future stars in the teams. For example, Luke Evans, star of *Beauty and the Beast* and *The Alienist*, got his start in the Toscars.

Awards presenters have included the likes of Oscar nominated actor Eric Roberts and head joke writer for the Oscars, Bruce Vilanch.

And the titles are often as funny as the parodies themselves, with past entries including *12 Years a Stripper* (*12 Years a Slave*) *Miserable Lesbians* (*Les Misérables*) and *Shaving Mr Hanks* (*Saving Mr Banks*).

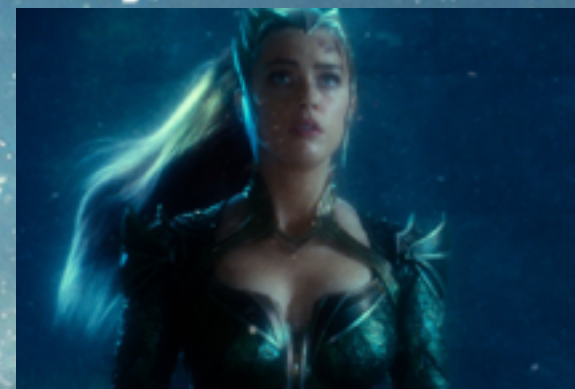
Held at Hollywood's Renberg Theatre and growing in popularity every year, this award ceremony has fast become a real favorite on the Hollywood calendar.

—Sandro Monetti



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WATER WORLD



There's something fishy about the visual effects in box office smash Aquaman.

Although two-thirds of the movie takes place underwater, those aquatic sequences were actually shot on dry land.

The CGI spectacular saw the actors on harnesses and wires "swimming" in front of a blue screen with the water-world to be added in post-production.

Industrial Light and Magic and multiple other VFX houses delivered more than 2,300 visual effects shots to give the Warner Bros movie something audiences had never seen before in a superhero film—a vibrant underwater kingdom.

Groundbreaking tech was used to create the crumbling city of Atlantis, coral systems and sea creatures but the most painstaking and challenging task involved how to make the long hair and beard of leading man Jason Momoa look cool and flowing underwater, rather than clumped and silly.

But with patience, practice and skill, director James Wan and his team pulled it off and helped make Aquaman one of the landmark visual effects achievements in recent movie history.

—Sandro Monetti

CINEMA'S NEW ERA COMING

电影工业革命再次来临 电影院的新世纪

CINEMEDIA

任何一个产业在发展过程中，能够称为革命性改变，那么这种变化一定是该产业在发展的过程中，遇到巨大的瓶颈和困难而难以突破之际，就会有相应的新时代科技诞生，从而伴随新时代商业模式诞生，这种新科技+新商业模式就会将这个产业链走进新的时代，新的辉煌！这个节点的变化就是产业的革命。

电影工业从起源到目前 100 多年的历史发展过程中，也是经历了无数次的革命性变化，走到今日无限的辉煌。电影的发行放映模式从单一的电影院到目前多样性的电影传播模式，有电视、网络、移动手机、卫星等等。从电影院的独家垄断到多样性的传播模式，再加上电影院线发行的巨额发行费用，电影制作成本增加，从而必须将所有费用都将转嫁给电影观众，同时也使很多独立电影和中小型成本电影毫无能力做电影院线发行，只有大型电影公司和巨大制作的电影有能力进入院线。再加上完全新颖的电影传播模式的诞生（也是电影产业的一次革命），如 Netflix, Amazon Prime, Youtube 等等，这些渠道的发行成本低、手续简单、回报率高、制作成本回收快等有利条件给非常多电影有了新的发行渠道，并且电影院的票价增高，电影院的娱乐性单一，使得非常多的观众离开了电影院，通过其他电影的播放形式欣赏电影。因此，传统电影院的发行和电影院线产业走入了衰败的循环，美国各大电影院线的近几年财务报表已经说明了一切。

传统电影院的发行和电影院线产业链已经遇到了发展的瓶颈，巨大的困难和屏障难以突破。也使电影工业产业链的发展的上升空间受到巨大的限制。传统电影院的发行和电影院线产业真的衰败了吗？无药可救了吗？不！它需要一场新的变革，

In any industry, new technology can bring about revolutionary changes. New business models emerge to adapt to these changes. And the cinema industry now finds itself on the threshold of such a revolution.

You Tube amazon NETFLIX

In the more than 100-year history of the film business, there have been many such changes and the industry has seized each opportunity to keep growing and thriving. Different distribution models have emerged, for example, expanding beyond just traditional movie theaters to TV, internet, mobile phones and more. The recent rise of video streaming services like Netflix, Amazon Prime and You Tube means lower distribution costs for companies like them and a higher rate of return and faster recovery of production costs for movie distributors. Meanwhile the rising cost of cinema tickets is one of the factors that has seen movie theatre admissions and the revenues of major cinema groups declining as audiences enjoy movies in other ways.



Now that traditional film distribution methods have hit such problems the development of the industry is threatened. Does this mean that cinemas are going to ride off into the sunset? Absolutely not. A revolution

走向新时代的革命！这场革命已经悄悄的来了！电影发行和电影院的新时代来临了！

星星之火必将燎原全球，新时代的电影院革命已经来临。

由于对美国电影工业制作和商业运作的兴趣，以及对电影工业高科技发展的好奇心笔者在曾任中国电影集团董事长和好朋友杨步亭先生的引导下，自 2007 年起，每年都参加了公司首次在拉斯维加斯举办的世界最大的电影院设备与技术博览会 (CinemaCon) 和美国国家广播电视电影技术博览会 (NAB Show)。10 多年的参与，也见证了世界电影放映技术和院线管理模式的变化。

2017 年 3 月 27 日，Sumsung 公司首次在 CinemaCon 电影院设备与技术博览会宣告了大型特高清 4K-LED 电影院型荧幕的诞生，并在同年 3 月 27 日至 30 日於 The Orleans Hotel 的 Cinemark Century Orleans18 和 XD 电影院中将新型革命性电影 LED 荧幕以 4K 宣传片形式与展会参与者和世界主要媒体见面，并举行了多场研讨会。该会议被认为是全球电影院线产业规模最大、规格最高的盛会，参会者来自全球 80 多个国家，笔者有幸也见证了这次会议。同时，在这次盛会中提出了未来电影院的概念和基本模式。新时代的电影院革命的星星之火从此点燃。

2017 年 7 月 Sumsung 在韩国首尔的 Lotte Cinema World



Tower 电影院里完成了世界第一块商用 4K-LED 电影院屏幕的安装，并开始试营业。

2017 年 12 月 Sumsung 的 4K-LED 电影院屏幕出现在瑞士首都苏黎世的 Arena 电影院。同时也与中国和泰国签订了战略合作协议。

is approaching which can breathe new life into film distribution and cinema businesses.

The Revolution Approaches

Due to a personal interest in the production and technology sides of the film business, I began to attend, at the urging of my friend Buting Yang—former president of China Film Group—the world's biggest cinema equipment and technology conferences, CinemaCon and the NAB Show which are both held annually in Las Vegas. Having attended 10 years in a row, I have witnessed major changes in technology used for screening films and been present for some major announcements.

The spark of the cinematic revolution was lit by Samsung when the company launched its gigantic high resolution 4K-LED screen at CinemaCon in March 2017 and awed both the media and conference delegates from over 80 countries by playing 4K promotional videos on its state-of-the-art new LED cinema screen.



Then in July 2017 Samsung installed the world's first commercial 4K-LED cinema screen at the Lotte Cinema World Tower in Seoul, South Korea, and began its trial operations.

The revolution continued to gather pace when Samsung's 4K-LED screen appeared in a Switzerland movie theater in December 2017 and at the same time the company signed strategic cooperation agreements with China and Thailand.

2018 年 4 月 25 日又在拉斯维加斯的电影院设备与技术博览会（Cinemacon）上推出了全新的 Onyx 电影院 LED 屏幕，将产品更新换代。6 月 8 日把 Onyx 电影院屏幕带进香港。9 月 12 日与中国万达联手在上海打造全球首家 3D HDR - Onyx-LED 电影院。2018 年 12 月 9 日再次在北京推出世界上最大的 3D-4K-Onyx LED 14 米宽的荧幕。

Sumsung 的创新带领着产业的革新，也引领着无数制造者的目光和商人的嗅觉，巨大的商机和市场，使所有的商业敏锐商家和投资者都开始进入了这场传统电影院与未来电影院的变革之中。



传统电影院与新型 LED 电影院科技和技术对比：

100 多年来，电影的放映技术经过无数次的技术提升和改革，发展到今天的高清晰，数字化电影放映模式，但是依然没有突破电影视频投影式（Projection）的基本原理。它必须要在黑暗的空间中放映，以避免其他光源的干扰；必须要有强大的光源，将视频投射到大型的荧幕上；必须要有非常昂贵的设备支持，以及固定的专业放映员和技术维修人员的协助。成本高，外在条件要求高，以及由于原始基本原理的局限，无法将清晰度、视角度等技术要求达到更加完美真实的体现。

新时代的 LED 电影院级荧幕，经过了 20 多年的 LED 显示屏的科技发展，如今已经进入到一个全新的时代。由于 LED 荧幕荧幕的视频放映原理完全颠覆传统电影院的放映机的播放原理，因此它可以完全可以覆盖放映机所带来的所有缺陷，更由于 LED 屏幕的科技发展，它的清晰度、视角度、外在条件要求（无需黑暗空间等）、管理程度、维修性、寿命长度等等都远远超过传统播放模式。



By the time CinemaCon 2018 came around, Samsung had retired its old product and launched the new and improved Onyx LED cinema screen there. A few months later, the Onyx screen was operational in Hong Kong. By the end of the year, Samsung had teamed up with Wanda Group to build an Onyx LED cinema in Shanghai and launched a 14-meter wide Onyx LED screen in Beijing.

Samsung was suddenly at the forefront of innovation in the industry and an increasing number of investors and business executives became intrigued by the dawn of a new age of futuristic movie theaters.

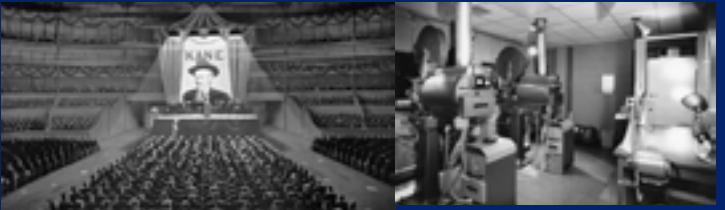
Comparison between traditional cinema and new LED cinema:

While there have been numerous reforms in film projection technology on the way to today's high-definition digital approach, the same basic principals have remained. A powerful beam projects the image onto a big screen and an it must happen in a dark space to avoid interference from other light sources. A professional projectionist and technical maintenance is needed to support the projection.

But the LED cinema screens completely subvert traditional projection methods and bring many superior upgrades like definition improvement and less perspective distortion inaccuracy while not needing a dark room and offering easier management and maintenance.

A photograph of a traditional cinema interior. A large screen at the front shows a movie scene with a person in a bright, hazy environment. The room is dark, with rows of seats visible in the foreground. The screen is flanked by large, illuminated, circular structures.

由此可见，新时代的电影院模式必将颠覆传统电影院的商业模式，大规模的占领市场比分。更由于新时代电影院的播放模式可以多样化和极其灵活性，也将电影院的传统经营模式变革，甚至完全颠覆性、革命性改变，形成一种完全新颖的未来电影院模式，在此笔者将其命名为影视娱乐广场—CineMedias Plaza.



新颖商业模式 – CineMedia

自电影商业诞生发展至今的 100 年来，电影院一直遵循着以欣赏电影艺术为根本单一性电影艺术欣赏功能，犹如欣赏音乐会、舞台剧等一样，唯独多了爆米花和可乐。近年来，电影院也进行了一系列改革，将电影院放映厅外配备了餐馆、酒吧功能，以及其他辅助娱乐功能，但是电影放映厅依然如旧，如 iPic 电影院系列等。

那么未来电影院又该是如何？CineMedias 将是什么样的概念，它将以什么样的多功能性的影视娱乐新颖的场所和完全颠覆传统电影院的营运模式展现给所有寻求欣赏电影和其他艺术、娱乐休闲、和家庭及朋友们一起享受空闲时间，它不同与各种主题公园，也不同与餐馆、酒吧和夜店，及其他娱乐形式。但是它依然也能提供同样的朋友社交活动、艺术欣赏、品尝美食、实时体育比赛、大荧幕电子游戏竞赛、私人定制派对、公司全球连线视频会议等等。在此笔者对未来的 CineMedias 功能作具体分类介绍：



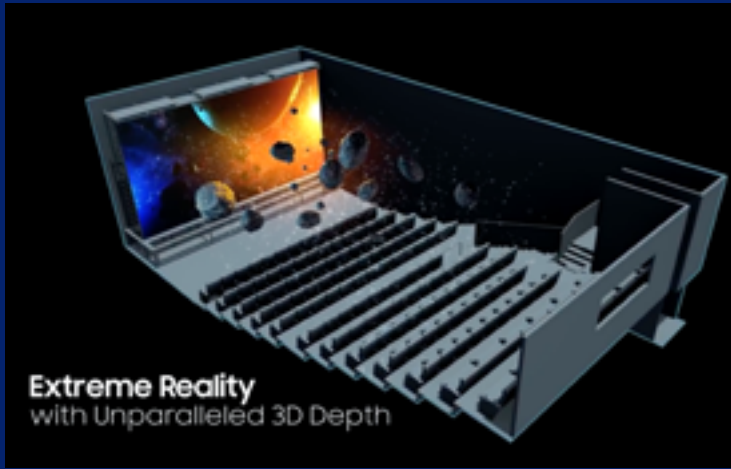
As traditional projection cannot compete with that, a cinema with LED screens disrupts the industry by creating opportunities for a new business model which I call CineMedia, a meeting point of film and television entertainment.



A Different Business Model—CineMedia

Movie theaters have undergone big reforms in recent years such as adding restaurants, bars and other amenities. But the fundamentals of the screening rooms have stayed the same. Take the iPic chain as one example.

But in the future CineMedia can change all that, by making modern new screenings rooms suitable for not just movies but also live sports, big screen E-sports, video conferences for global companies and high-end parties.



§ 未来电影欣赏环境

- 所有放映室均有中央控制系统掌控，无需专业放映人员。
- 放映室可分为各种大小型，从 30-200 座位不等，豪华程度不一。
- 无需黑暗环境，各种灯光亮度和日光环境均可。
- 无需禁止相互交谈，而妨碍他人观看电影。有提供新科技的交谈耳机、局部区域性环绕音箱系统等先进设备，让观众可以边看电影边交流。
- 提供各类专业设计的电影美食，座位点单，专人配送。

§ 新颖社交场所（Socialized Platform）

- 提供舒适的社交场合

§ 个人点播电影放映（Personalized & Customized）

- 可以提供个人所需的电影放映
- 提供定制的环境、食物等要求

§ 实时体育比赛实况播出区

- 提供现实体育比赛实况转播，如酒吧的电视直播，但是是大型荧幕，如同身临其境
- 提供各类电影专门饮料和食物
- 实况播出区同时播出不同比赛
- 超高清 LED 荧幕捕捉所有精彩瞬间

§ 实时欣赏各类现场演出

- 可提供各类现场演出实况转播，如音乐会，百老汇舞台剧，歌剧、芭蕾舞、室外演唱会等、近距离在大荧幕上与艺术家相会
- 可提供各类经典的艺术演出重播，重温艺术的感染力
- 提供各类电影专门饮料和食物

§ 大荧幕网络游戏竞赛区域

- 可提供各类流行网络游戏连线，可以同世界上任何地方的参与者竞争，也许竞争者就在我身边。
- 提供各类电影专门饮料和食物

In an LED screening environment:

- All screenings are run from a central control system, eliminating the need for individual projectionists.
- A variety of lighting levels and daylight environments can be used
- High tech headphones can be used enabling audience members to talk with each other without disturbing the rest of the crowd
- Gourmet food and specialty drinks can be ordered from seats and delivered right to the customer
- Sports shown on such a large screen provide a similar feeling to actually being at the event
- Concerts, stage plays, opera and ballet can be screened in the same immersive way
- E-sports players can compete online with rivals anywhere in the world or in the same room

- Ability to provide customized private parties featuring the likes of Karaoke, Wii, Nintendo, X BOX motion-sensing simulation games and other video content in the big LED screening rooms.

- Big screening room available for global corporations & enterprises' conference meetings.

- After school educational videos can be offered turning the screening room into a classroom

CineMedia will not only bring a new film screening environment but also a new and wider variety of entertainments in the same place.

§ 私人定制派对

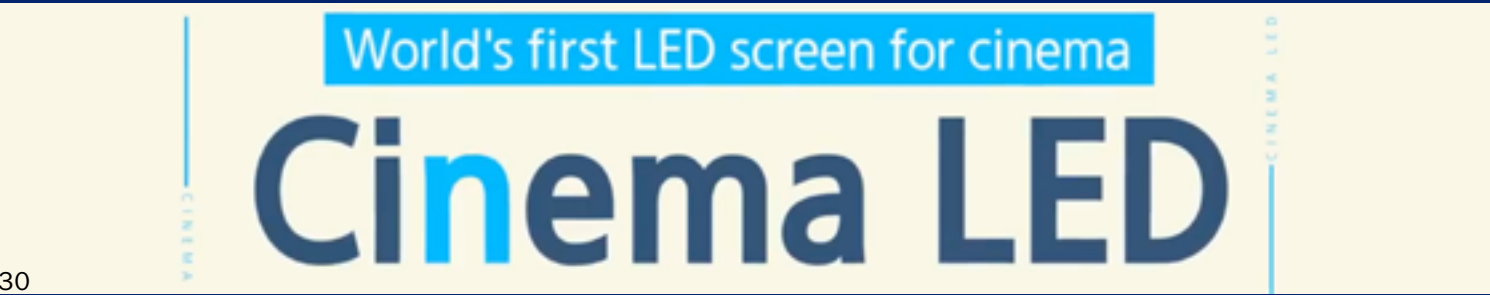
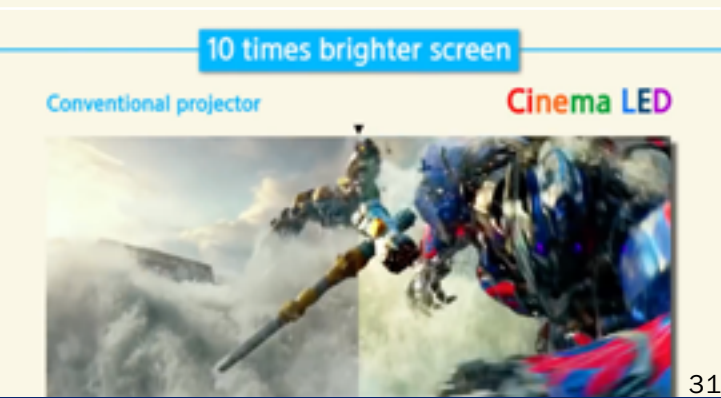
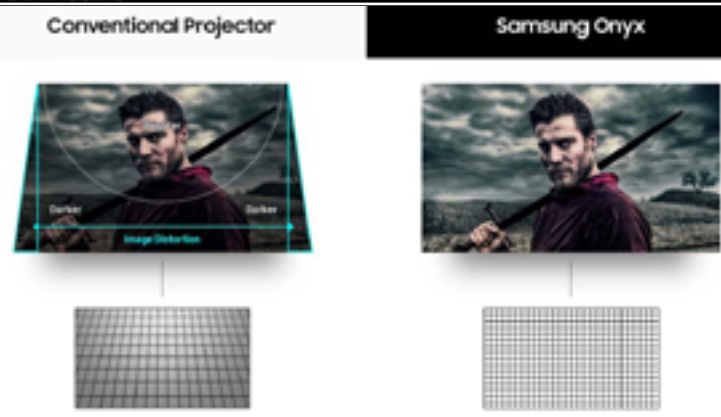
- 提供各种要求的定制活动和私人派对
- 卡拉 OK 设备，Wii、任天堂、X BOX 动作感应模拟游戏、私人定制的视频播放等等
- 提供各类电影专门饮料和食物

§ 公司全球连线大屏幕视频会议

- 提供各种公司定制要求
- 提供各种连线视频的要求
- 提供各类电影专门饮料和食物

§ 学生课后视频教育

- 提供各种学生课后教育所需的视频，
- 提供各种学生课后的教育课堂使用
- 提供一定的电影专门饮料和食物
- 提供学生课后，家长无暇照顾的安全场所



未来电影院营运模式的展望

高科技的迅速发展，网络世界的级数扩张和马上到来的 5G 的高速数据传递，让原来所有不可能的事情变得迅速实现。电影的播放模式变得如此多元化、便携化和低成本化，那么传统的电影院是否会被历史淘汰，变得毫无生存空间，正是许多人的问题，更是电影工作者的焦虑和传统电影商人的恐慌。

笔者在此确定的回答，不会 -NO！无论新时代的电影娱乐广场 -CineMedias 如何蓬勃发展，传统电影院系统依然有它存在的空间，依然是电影传播不可缺少的一部分。传统电影院将成为完全高端豪华的电影艺术享受的场所，犹如像欣赏音乐会、歌剧和各类舞台剧一样，给真正的巨额制作大片，真正的艺术巨片和其他一些可以传承的电影留有一席之地，虽然制作与发行成本过高，但是票价也会与高档的音乐会、舞台剧、演唱会等持平。这些电影的首轮播放也只能在这些电影院欣赏

笔者可以想象到未来电影传播模式的蓝图，它将是顶尖的高端电影依然走入高端豪华传统电影院系统，供部分观众欣赏电影艺术魅力；有很大部分的电影，由于成本核算等问题，将进入新时代电影娱乐广场系统 (CineMedias)，它仍然是新颖高科技电影院放映模式，成本低和多元化因素，将吸引绝大多数观众群；再有很多电影将会进入高速的网络系统，在家的高清电视机中和移动手机上一样能感受到电影公司的情景和感人的故事，这也将占有极大的比份。

随着科学技术的高速发展，引发商业运营模式的改变，从而导致产业的革命化变更，这是社会历史发展不可缺少的关键点，电影工业产业的革命性变化将迎来巨大的挑战、机遇和广阔的前景，你！准备好了吗？



Looking to the Future

The rapid developments in technology, expansion of the internet and upcoming 5G high-speed data transfer have made the impossible possible—and quickly. But that doesn't mean traditional cinemas are doomed.

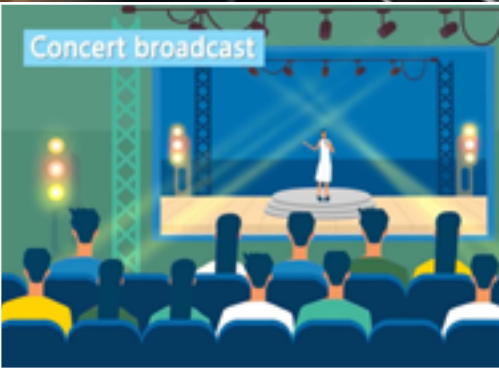
No matter how widespread CineMedia becomes, the traditional cinema will remain an integral part of the film business—especially as a venue for blockbuster releases on their initial theatrical run.

But this writer envisions that, due to budgets and other concerns, all the remaining movies will become part of the CineMedia system. More and more filmmakers will choose to drop their movies into an internet-based streaming system. This offers a variety of opportunities for audiences too. Especially those who have the latest screens at home. Because of high-speed data transfer and pin sharp picture quality, audiences will be able to enjoy movies on their televisions as much as they would do in theaters.

Rapid developments in science and technology have brought us to the brink of this revolution. Enormous opportunities lie ahead for businesses, audiences and filmmakers. Are you ready to embrace them?

Writer: Dr Jimmy Jiang
Editor: Sandro Monetti

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SECRETS OF THE WILD RIVER

In one of the most breathtaking sequences put on screen in years, Sandra Bullock's Bird Box character rows blindfolded across dangerous rapids in a bid to steer her children to safety.

But the visual effects supervisor for the thrilling Netflix film reveals nothing was quite what it seemed.

"Parts of the water in the river rapids sequence were computer created" Marcus Taormina told Hollywood International Filmmaker Magazine.

"We had to amplify the frenetic energy in the water that could not be achieved filming in a water tank."

Sandra Bullock was filmed in a water tank for the sequence and stunt performers were shot on location in actual rapids. It was the job of Marcus and his team to make it all look seamless.

That mission was accomplished. "We take pride in people thinking it's all real," he added. "Visual effects are getting better and faster. What used to take weeks now takes days."

Marcus has worked in the past on films from the Fast and the



Furious and Spider-Man franchises but has recently found his creative home at Netflix working on their sci-fi film Bright, creature thriller Bird Box and is now hard at work on Bright 2.

He said: "Everyone wants their work to be seen. The global reach of Netflix, extending to 140 territories, is staggering."

—Sandro Monetti



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FIGHTING BACK AGAINST SEXUAL HARASSMENT

The upcoming Wonder Woman sequel has become the first major movie to sign up to new guidelines designed to combat sexual harassment on film sets.

The standards were drawn up by the Producers Guild of America in response to the string of headline hitting scandals which exposed an unsafe culture.



The PGA appointed a task force to draw up recommendations as a first step in making the working environment safer.

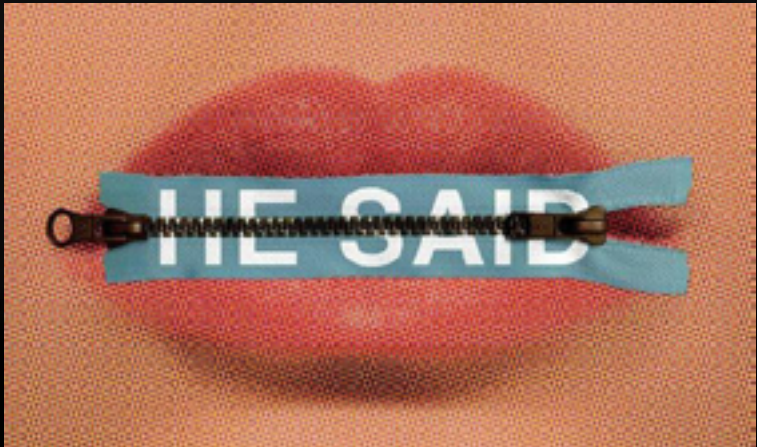
These new guidelines are being seen in the industry as a first step in the right direction as the movie business looks to put its house in order.

In a statement, the PGA said that the gender imbalance in the film industry also needs to be corrected as a further safeguard against sexism and harassment.

That statement said, “An inclusive workplace helps protect against all forms of discrimination. We will see even more progress once boardrooms and corporations—as well as production offices and sets—are balanced with gender and racially diverse leaders who will hire inclusive teams as a matter of standard practice.”

Wonder Woman: 1984 has adopted the new guidelines and other movies are quickly doing the same.

—Sandro Monetti



- Those recommendations, which are available in full from the guild, include:
- *Productions to provide anti-sexual harassment training for cast and crew.
 - *Conduct all meetings and casting sessions in an environment that is safe, professional and comfortable
 - *Productions to offer reporting procedures by appointing at least two individuals, ideally of different genders, that cast/crew members can approach if they are subject to or witness harassment.
 - *Reports of harassment are listened to with attention and sympathy
 - *The production moves quickly to address the allegations or engage a third party to do so
 - *Absolutely no retaliation against anyone who reports harassment

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Contracts Are A Girl's Best Friend

Marilyn Monroe was not just a movie icon—she also played a huge part in changing regulation and policy on how stars could be treated.

The sex symbol came to fame under the old Hollywood studio system when actors had to hand over control of their roles, image and often even their personal lives to whichever studio they were under contract with. But Marilyn resented all that and wanted to make her own decisions—so took action that would change Tinseltown forever.

After the success of Monroe's 1955 film *The Seven Year Itch* it was time to renew her contract with 20th Century Fox and she used her popularity to drive a hard bargain.

Monroe insisted on freedom to choose which directors and producers to work with as well as being able to work for different studios. Plus she demanded a huge pay raise per film. This was unheard of in an era when the studio called all the shots.

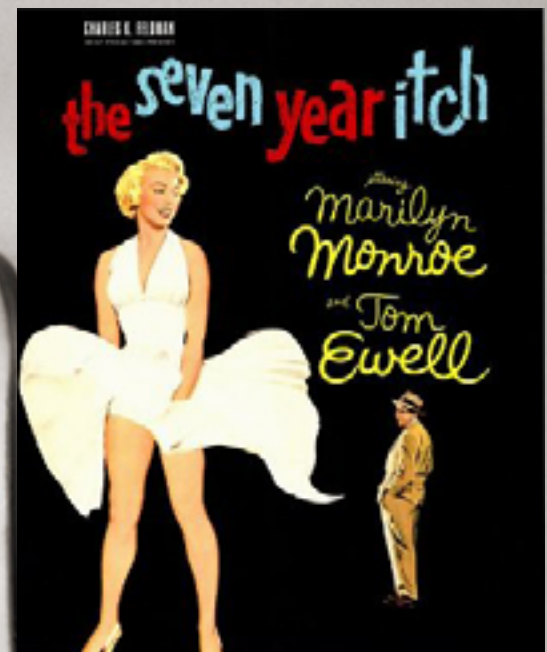
But, fearful of losing their most popular talent, Fox caved in to all her demands.

That opened the door for other actors to demand similar creative control over their careers when renegotiating their contracts and soon the studio system crumbled.

Stars today take freedom of choice over roles for granted but they owe it all to Marilyn Monroe for being the trailblazer who stood up for what she deserved.

She may have had a studio created image of a dumb blonde, but history now shows there were few smarter stars than Marilyn Monroe.

—Sandro Monetti



GOLDEN GLOBE AWARDS A NIGHT OF SURPRISE

It's a long time since Hollywood saw an awards show so full of surprise winners as the 2019 Golden Globes.

A Star is Born had been hotly tipped to sweep the board in the main categories but instead Bradley Cooper's music drama won only best motion picture song.

That night new stars were born with Rami Malek and Olivia Colman among the shock winners.

Green Book, Bohemian Rhapsody and Roma prevailed with multiple wins in the movie categories.

And with prizes also going to Vice, The Favourite, The Wife and If Beale Street Could Talk the 2019 awards race was thrown wide open.

76th Golden Globe Winners (Movie)

Best Motion Picture—Drama
"Bohemian Rhapsody"

Best Motion Picture—Musical or Comedy
"Green Book"

Best Performance by an Actress in a Motion Picture—Drama
Glenn Close ("The Wife")

Best Performance by an Actor in a Motion Picture—Drama
Rami Malek ("Bohemian Rhapsody")

Best Performance by an Actress in a Motion Picture—Musical or Comedy
Olivia Colman ("The Favourite")

Best Director
Alfonso Cuaron ("Roma")

Best Performance by an Actor in a Motion Picture—Musical or Comedy
Christian Bale ("Vice")

Best Supporting Actress in a Motion Picture
Regina King ("If Beale Street Could Talk")

Best Supporting Actor in a Motion Picture
Mahershala Ali ("Green Book")

Best Original Score in a Motion Picture
Justin Hurwitz ("First Man")

Best Original Song in a Motion Picture
"Shallow" ("A Star Is Born")

Best Screenplay in a Motion Picture
Peter Farrelly, Nick Vallelonga, Brian Currie ("Green Book")

Best Motion Picture—Foreign Language
"Roma"

Best Animated Film
"Spider-Man: Into the Spider-Verse"



BAFTA Tea Party 2019

Hollywood's 2019 awards season kicked off with the stars coming out for the BAFTA Tea Party in Los Angeles.

A huge crowd of talent from the nominated films first hit the red carpet and then partied together enjoying British tea and cakes.

The annual event at the Four Seasons Hotel is a chance for the moviemakers and movie stars in contention for the film industry's biggest awards to relax and get to know each other away from the tension of the ceremonies to come.

They also celebrate BAFTA LA's mission to champion excellence and help newcomers enter the industry.





BAFTA GALA 2019

HiFex was honored to attend the star-studded BAFTA Gala in London



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76th Golden Globes

