METHOD FOR INTERACTIVE DIGITAL CINEMA SYSTEM

ABSTRACT

~~A method and system for providing interactive cinema, comprising the steps of collecting digital data from members of an audience in response to content projected in a cinema, processing said data, interfacing said data by means of a digital content interface with a digital content server, providing interactive content based on said data.~~ The present invention is related toa data management system for providing connectivity between audience response systems and digital content servers, said digital content servers used for managing interactive digital cinemas and controlling a digital projector for projecting content on to a screen, and said data management system comprising:

- input means for collecting digital data from members of an audience, said digital data being in response to content projected in a cinema, said input means connected via an individual network per theater to a master server, said master server comprises:

(i) processing means for processing said digital data and delivering processed data, and

(ii) a digital content interface for interfacing said processed data with a digital content server providing interactive content to said audience, wherein said digital content interface is further configured to provide alternative content such as entertainment programming other than movies including live events from external sources to said digital content server, selected based on said processed data, and is configured to receive content requests from said digital content server.

In addition, the present invention is related to a method for providing connectivity between audience response systems and digital content servers, said digital content servers used for managing interactive digital cinemas and controlling a digital projector for projecting content on to a screen, said method comprising the steps of :

- collecting digital data from members of an audience in response to content projected in a cinema via input means, said input means connected via an individual network per theater to a master server,

- processing said digital data by a processing means in said master server and delivering processed data,
- interfacing said processed data by means of a digital content interface in said master server with a digital content server providing interactive content to said audience, wherein alternative content such as entertainment programming other than movies including live events is provided from external sources to said digital content server, selected based on said processed data, and wherein content requests are received from said digital content server.

(Figure 2)