Doing the rounds: shoppers browse the CD selection at Fopp's Edinburgh store.

IDEA OF THE WEEK

New technology can deliver the greatest film experiences now possible. But one asks how far this can go.

Philex, who are involved in digital film, is exploring what is possible with new technology. They are looking at the possibilities for the future.

Philex is looking at the future of film and how it can be experienced. They are exploring new technologies and looking at ways to improve the film experience.

Philex is interested in the possibilities of new technologies and how they can be used to enhance the film experience. They are looking at ways to deliver the greatest film experiences possible.

Philex is working on ways to improve the film experience using new technologies. They are exploring what is possible and looking at ways to deliver the greatest film experiences.

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