

Digital Cinema Update

Independent News For Independent Cinema Owners

Digital Cinema Installs March on

Points Of Interest

- **Barco** Delivers ahead of schedule.
- **E-Cinema** sales Booming.
- **Hoyts** Sign with Christie for Digital Roll out.
- **Dolby 3D, Server and CP750 bundled promotion** valid until 31st Dec 2010.
- **Dolby 3D** glasses drop in price.
- **Master Image** supply Kids 3D glasses.
- **OSRAM** XBO xenon lamp training set for 2011 with Auckland, Wellington & Christchurch sessions available.
- **Independent** VPF hot topic at AIMC with more confusion added.
- **Screen** Manufacturers swamped with orders pushing delivery beyond 12 weeks.
- **Traxon** LED lighting (an OSRAM company) offers a range of Architectural LED fittings and DMX controllers.

Penthouse Cinemas Wellington

Installs a Barco DCI projector in their largest screen as they move toward the digital transition. The Dolby DSS200 server and the CineX20 provide both DCI and E-cinema playback options, both are fully integrated and automated. Opening week featured E-Cinema titles All can be monitored and controlled from the back office and with 12 months free remote offsite support from AVE. The 35mm Projector has been removed in favor of the Digital offering. The sound system has been upgraded to the Dolby CP750 sound processor future proofing this screen for years to come.

Master Image now offer Disposable, re-usable and Kids 3D glasses

The Hollywood Sumner CHCH

Also installs a Barco DCI projector in their largest screen using the Dolby DSS200 server and soon to add the CineX21 E-cinema server to the mix to cover all content options. The 35mm projector has also been removed in favor of the Digital media and ease of operation.

Dolby 3D has announced the 3D glasses are now lower in price with two options available. **Special promotion Dolby** is offering a package to include The DSS200 server, CP750 processor, 3D system and 500 glasses at a reduced price Valid until Dec 31 2010.

Australia and New Zealand are the only countries not supplying E-cinema files in an encrypted format.

E-Cinema Alive and well in New Zealand

E-cinema sales are at record a high as independents move to the HD format and away from DVD. The CineX range is the preferred choice as operators battle with the short falls of the alternatives. The real advantages are in the automation and network management of content within a cinema. Simi-

lar to DCI servers the CineX range are remotely monitored and supported. The recent uptake in E-cinema has seen art house cinemas convert over totally to E-Cinema. Recent E-Sites include: Victoria Devonport, Picture house Kaiapoi, Metro ChCh, Cinema Gold Palmerston North,

Metro Dunedin, Penthouse Wellington, Hollywood Sumner and more on the way. The E-cinema format is exploring the use of encrypted content as is used in the rest of the world, only Australia and New Zealand use unprotected media files. The support of the producers and content providers is all that is needed.



Xpand's New X103 glasses for 3D TV and 3D Cinema



Barco Digital Cinema projectors are shipping ahead of schedule as production ramps up. **AVE** is the accredited installers for Barco in New Zealand.

cine X20



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- **AHL "Event Cinemas" signs with Barco** moving away from Christie in-house.
- **Panasonic PT-DZ6710E** projects stunning Full HD results at the Bridgeway Northcote.
- **Digital** offers foyer display software displaying scheduling.
- **USL JSD100** digital cinema sound processor support E-cinema and alternative content sound formats.
- **QSC Audio** now offer the amazing 21" subwoofers for the mega screens with big sound to match.
- **AVE** is the accredited installers of Barco and Christie projectors.

E-Cinema Alive and well in New Zealand cont.

Customers respond to recent negative press around E-Cinema. Art house cinemas rely on E-cinema content and gain confirmation that E-content will continue to be available. One customer points out; *"E-cinema is growing fast through out Asia, India and other parts of the world where movie making is not centred around Hollywood. Recent circulations within the industry claiming that "E-Cinema is dead" is simply miss informing the very core of the cinema industry. Six of the Independent distributors confirm that the E-cinema is **not** dead and will be providing content for many years to come. Independent cinema owners want to see E-cinema and DCI formats together in their cinemas."* another customer puts it to the test; *"We recently screened "The Girl That Played With Fire" in both E-cinema format and DCI format through our DCI projector and I could see no difference in the image quality. I am very impressed with the CineX20 server."* *"Lets not forget that many independents run small boutique cinemas in small towns and DCI does not offer a solution for these cinemas."*



CineX Range of E-Cinema servers The preferred choice

Central file storage and ftp transfers of content within an E-cinema complex is becoming popular as E-cinema sites manage multiple screens from the back office. Content playback logging is a standard feature that can aid Distributor reporting in the same way a DCI system would do. The CineX range has features that go beyond D-Cinema.

(Streaming Alternative content is coming soon).

Barco offer the 3 chip DLP RLM-W6 projector for E-cinema. This full HD projector pumps out 6000 Lumens and now the big brother RLM-W8 is available with 8000 lumen output.

Barco's RLM-W6 is the world's first three-chip DLP projector that comes with a singlechip DLP price tag. This means that for a highly competitive price, you can enjoy the precise color and image quality of three-chip DLP, without investing in consumables such as color wheels. Its noise-reducing and power-saving design makes the RLM-W6 an excellent choice for companies looking to invest in green technology. This projector is also compatible with a wide range of traditional control devices as well as userfriendly Barco software that allows you to take full control of the system anyplace, anytime.



BARCO

Visibly yours

"Once upon a time, Business owners looked at the technical excellence of the equipment driving their business. Today it is only the price that can be seen."
unknown.