

CINEMA NEWS

YOUR BI-MONTHLY UPDATE FROM THE CHRISTIE CINEMA TEAM



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FROM OUR DESK TO YOUR INBOX:

Happy holidays from all of us here at Christie!



Dear fellow cine-thusiasts,

Thank you all for the positivity and growth sprouting throughout the industry this year. Seeing everyone at the many tradeshows that took place around the world these past few months proved that cinema still offers the best and most creative entertainment value in the world.

It's that camaraderie that keeps the industry moving forward.

We can't wait to share what we have planned in the new year while celebrating cinema with you at the many upcoming tradeshows - see you at CinemaCon!

As a token of our appreciation, we put together a holiday video with cheer and a holiday slideshow from Christie® employees around the world. Can you spot the 3 hidden Christie themes in the video?

Ours isn't the only video worth seeing; epic movies and heartwarming films are making their return to theatres and drawing audiences for the holidays. This is truly the most wonderful time of the year.

Happy holidays everyone,
The Christie Cinema team



PROFESSIONAL SERVICES UPDATE

Big or small, Christie Professional Services is always ready to support you.

After receiving a call from the Gregg Theater in Sedan, Kansas we knew we had to help the theater reopen. "We're committed to the success of the cinema industry – Christie's history goes back to 35mm film projectors – so when we have an opportunity to impact not just a theater, but a town, we're there to help," says Bryan Weil, account manager, [Professional Services](#).

Check out the full story [here](#).

[All Professional Services](#)



WHAT'S NEXT FOR CHRISTIE? A CONVERSATION WITH OUR APAC SALES TEAM

The new year always brings curiosity for the future, so our Asia-Pacific sales team wanted to share some insights and innovations with you, our loyal customers and partners, to help shape the years to come.

Where do you see Christie in the next 5 years?

James Li: Christie will keep taking a leading role in creating digital cinema technology that helps exhibitors bring a better cinema experience to Chinese moviegoers.

Kanwal Brar: Box office Revenue in India is steadily increasing over the past decade. In fact, in 2019 the country had the highest ever box office collection. Post pandemic, I firmly believe the momentum will pick up again and I see Christie over the next 5 years being a part of this growth story. The next 5 years will be an interesting intersection of many opportunities – upgrades of Series 1 and 2 projectors, amazing quality images coming from RGB projectors, and a resurgence of [Xenon projectors](#) with new CineLife+ electronics. Christie, with our awesome range of options for customers is well-poised for the next 5 years to provide all options to our customers.

Vivian Lim: One of Christie's key strengths is innovation, which is aligned to many outstanding illumination experiences globally. Innovation and staying ahead of the technology curve will continue to drive Christie's various businesses forward. I see Christie providing a streamlined yet diverse range of solutions that cater to both Cinema and ProAV applications. There will be a greater emphasis on the adoption of advanced technologies in day-to-day operations.

What is Christie's plan to help the APAC/China regions grow over the next 5 years?

J.L.: In addition to integrating more new technologies into our high-quality products, we will provide a full range of products, solutions, and services that are more suitable for the Chinese market.

K.B.: We've been building our capabilities in India. We are forging deeper relationships with our valued partners with a firm commitment to grow the business together; this includes developing better product after-sales services, larger spares inventory to support our growing base of installs, and additions to the Cinema Team in India that will help provide faster responses and solutions to our valued customers.

V.L.: We will continue to work closely with our partners to understand the needs of end-users. Despite current travel restrictions, our partners play an active role in providing customer support and solidifying their presence in the respective markets they serve. We will also focus on technologies with greater innovation that can better serve our customers.

What kind of growth are we seeing currently in your region?

J.L.: We can see at least 5 years of steady growth in the China cinema market, where the total screen number will reach 100,000, as well as achieving the #1 top box-office around the world.

K.B.: A new trend has emerged in India where most films are going to the OTT (Over-The-Top media service, which is a platform in India that delivers movies and TV series over the Internet), if doing so makes sense for their budget and financial equations; whereas big-budget, big-banner, and blockbuster films would go to theatres. The market seems to have found a balance in this combination, and there is nothing wrong with it – in fact, it's a win-win formula.

The experience of the big screen is luring customers back to the movies. Bollywood is something you have to experience on the big screen!! Cinema is immensely popular in India: every year, more than 1800 films are produced collectively in the various languages of India. Customers are spoiled with choice in terms of content and Cinema will remain a top choice for entertainment.

V.L.: We expect greater resilience, determination, and collaboration between both internal and external stakeholders as well as new market opportunities with products such as [CounterAct™](#) commercial UV disinfection products that demonstrates the innovation, spirit, and partnership between Christie and parent-company Ushio, Inc.

What films are you most excited to see this holiday season?

J.L.: There are dozens of good movies in the Christmas and the Chinese New Year season, so it's really difficult to choose. I believe many moviegoers worldwide are excited for Avatar 2, in Dec. 2022.

K.B.: There are many movies in the pipeline! Spiderman – No Way Home! Neo after so many years in Matrix Resurrections, Bollywood releases – 83, Pushpa – The Rise! Atrangi Re – etc etc Thankfully the Cinemas are back!

V.L.: The Matrix Resurrections, which needs no introduction, and Spider-Man: No Way Home will both surely light up the box office.

Can you talk about some customer wins in your region?

J.L.: Wanda and CINITY are always highlights. We also expect that all the exhibitors will be our partners and customers in the next several years. Christie technology and products can really bring better performance to our customers in their cinemas.

K.B.: We are seeing a sharp uptick in customer demand. Increased sales of lamps and a notably prestigious order of 70 x Christie RGB projectors from our valued partner TSR Films for various screens across India.

V.L.: In Taiwan, we have new projects with Showtime Cinemas and Ambassador Theatres. In Thailand, we secured wins with Major Cineplex and SF Cinema. In Malaysia, we secured wins with Dadi Cinema. In Philippines, we have SM Cinema. We have seen the Cinema business picking up in Southeast Asia, as the economies of various countries re-open and we won projects alongside our local partners in various countries.



James Li, Executive Director, China Cinema Sales



Kanwal Brar, Sales Director - Cinema, India



Vivian Lim, SEA (South East Asia) Regional Sales Representative, Cinema



REAL|LASER TAKES OVER

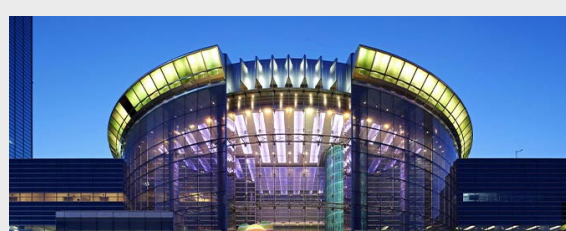
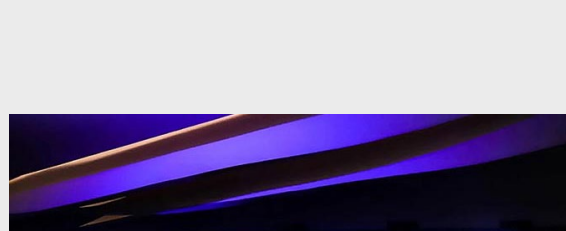


Photo courtesy of Megabox

Megabox COEX multiplex in Seoul comes to life with RGB

We are pleased to announce that Megabox has chosen state-of-the-art Christie RGB pure laser projection systems for the flagship Megabox COEX multiplex, as well as several multiplex cinemas in major cities across the country.

[Read more](#)



Galaxy Cinema new multiplex in Shenzhen choose Real|Laser

Known as Shenzhen Galaxy Cinema, this flagship multiplex is designed to showcase the integration of film culture, artistic style and state-of-the-art technology. It was clear that only a

Photos courtesy of Shenzhen Galaxy Cinema



Photo courtesy of PVR Ltd

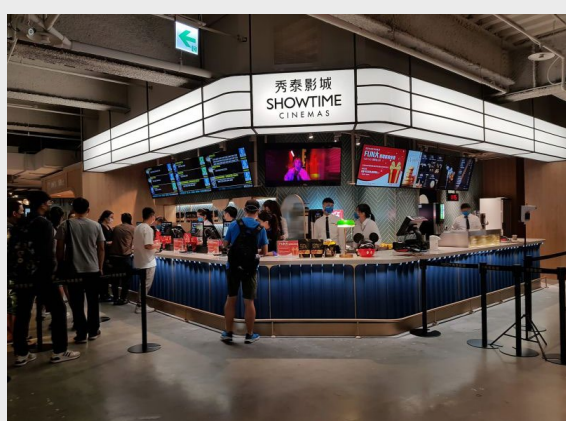
Christie RGB pure laser projector would live up to the hype of the area.

[Read more](#)

Pure laser cinema projector powers PVR Cinema's new drive-in

Ajay Bijli, chairman and managing director, PVR Limited, said, "We are excited to open our very first drive-in theatre in Mumbai and feel happy to welcome back our patrons to a world-class experiential concept, redesigned and revived for our audience."

[Read more](#)



Showtime opens the Kaohsiung Tailu Showtime Cinemas

With 5 CP2220 projectors and Vive Audio speakers in every theatre, Showtime Cinemas truly creates an immersive experience for their moviegoing audience.



Montrose Playhouse in Scotland adopts a full Christie kit

This community playhouse in Montrose Scotland was repurposed by the locals to become the new home for art and cinema. Now they can enjoy immersive sound from Vive Audio and breath-taking visuals from Solaria and CineLife projection.

DID YOU KNOW?

Did you know? There are 3 Christie items hidden in our holiday video? Find the answers here:

- 1. Christie branded socks
- 2. RGB transition of lights on the fireplace
- 3. Red, green, and blue scarves on the snowmen



QUESTIONS? COMMENTS? FEEDBACK?

Let us know what you want to see in future issues of this newsletter.

We create Christie Cinema News to answer the many questions of today's cinema industry.

Whether it's the change from Xenon to laser illumination or the best way to kickstart your cinema's reopening, we deliver the answers right to your inbox.

Look for Cinema Cinema News in your inbox every 2 months.



Please use the link below to provide any feedback or questions that we can answer for you in upcoming newsletters.

[Feedback form](#)

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