

Krikorian Premiere Theatres

Case Study



▲ Krikorian Premiere Theatres has installed a Christie Vive Audio system in one of its Buena Park Metroplex 18 auditoriums.

Christie Vive Audio and Dolby Atmos give KPT an audio edge

As the theatre industry-wide convert to digital, cinema owners are using the latest technologies and content formats to offer customers an enhanced movie-going experience. Developments such as 3D, high frame rate and 4K projection have given exhibitors innovative new platforms to showcase movies in new and exciting ways, pushing the limits of immersive cinema content.

While the visual side of cinema has been quick to adopt new technologies and standards, improvements to cinema audio have fallen behind. However, with the introduction of new immersive audio formats, such as Dolby® Atmos™, now entering the cinema landscape, the need for high-quality audio in auditoriums is increasing and cinema owners are taking notice.

"Audio is the next logical step," remarks Todd Cummings, Vice President of Operations with Torrance, California-based Krikorian Premiere Theatres (KPT) on the increased emphasis being placed on cinema audio. "It's very important – we're currently making investments in audio to differentiate ourselves from the competition." Part of these investments for KPT was to outfit an auditorium at their Buena Park Metroplex 18 location with a Christie® Vive Audio™ system.

"Christie's latest developments in cinema-specific line array surround speaker technology meet the requirements and performance we strive for in Dolby Atmos auditoriums."

Stuart Bowling
Director, Market Developments, Dolby Laboratories

Customer:
Krikorian Premiere Theatres

Location:
Buena Park, CA, USA

Industry/Market:
Cinema

Requirements:

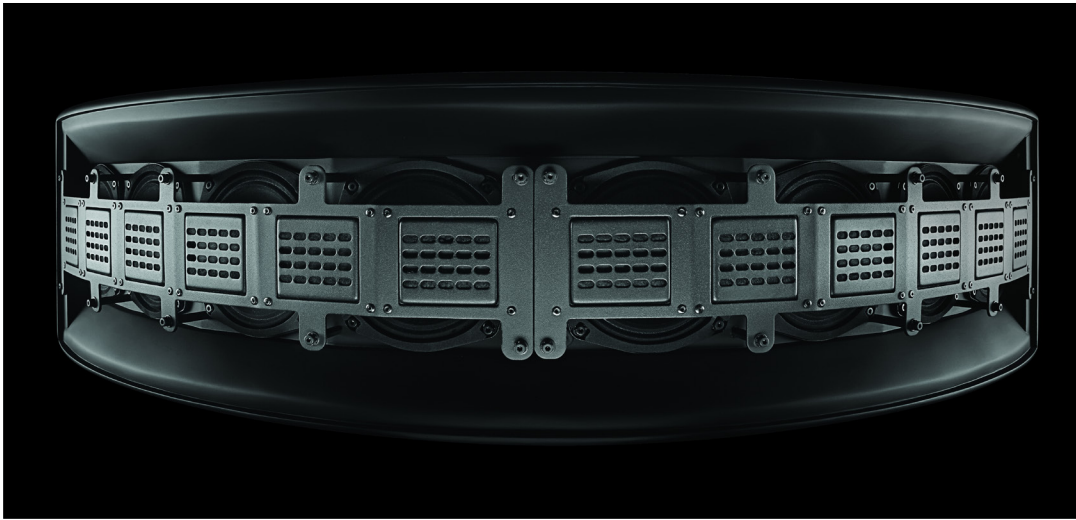
- Cinema audio system capable of accurately reproducing the Dolby Atmos immersive cinema audio format

Summary:
When it came time to upgrade the audio system in one of its Buena Park Metroplex 18 auditoriums with a Dolby Atmos compatible system, Krikorian Premiere Theatres installed a Christie Vive Audio solution with great success.

Products:

- Christie Vive Audio

Results:
As audience expectations for a captivating and impactful moviegoing experience grow, exhibitors have begun to focus on audio to differentiate themselves from competitors. As part of its overall investment in audio, Krikorian Premiere Theatres installed a Christie Vive Audio solution at its Buena Park Metroplex 18 location. The result was the integration of an audio system that supports the Dolby Atmos immersive cinema audio format while also providing a dynamic platform for a variety of alternative content.



▲ The Christie LA3C is the industry's first ceiling line array surround speaker purpose-built for cinema audio applications.



▲ The Christie LA3S surround speaker combines ribbon driver technology with a unique parabolic line array design.

Comprising a variety of screen channel and surround speakers, subwoofers and Class D amplifiers, as well as an audio/video processor, Christie Vive Audio is a complete solution. At the core of Christie Vive Audio is the combination of Christie ribbon driver technology and line array speaker design. This combination offers superior audio performance compared to traditional point source compression driver-based speakers typically deployed in movie theaters. It represents the ideal platform for immersive cinema audio formats, such as Dolby Atmos.

"Like Dolby, the hallmark of Christie's success has been its continuous ability to deliver innovative and groundbreaking solutions to the exhibition market," says Stuart Bowling, Director, Market Development at Dolby Laboratories. "Christie's latest developments in cinema-specific line array surround speaker technology meet the requirements and performance we strive for in Dolby Atmos auditoriums."

"We are excited to expand Dolby Atmos to our Buena Park location," echoes Cummings. "The addition of an integrated Christie Vive Audio solution, combined with the power of Dolby Atmos, ensures a potent combination of sight and sound that will ensure the highest quality movie-going experience for our guests. We were one of the first major exhibitors to offer all-digital screens, and now we are the first to deliver the unrivaled combination of Christie Vive Audio and Dolby Atmos."

With the digital cinema conversion nearly complete and studios producing more titles that use new immersive formats, cinema owners are looking for technology platforms that will allow them to offer a more engaging and captivating experience to their customers – and Christie Vive Audio is that platform.

Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ The Christie LA3 speaker, when combined with the Christie S215 subwoofer, creates a 3-way, bi-amplified, full range system.

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