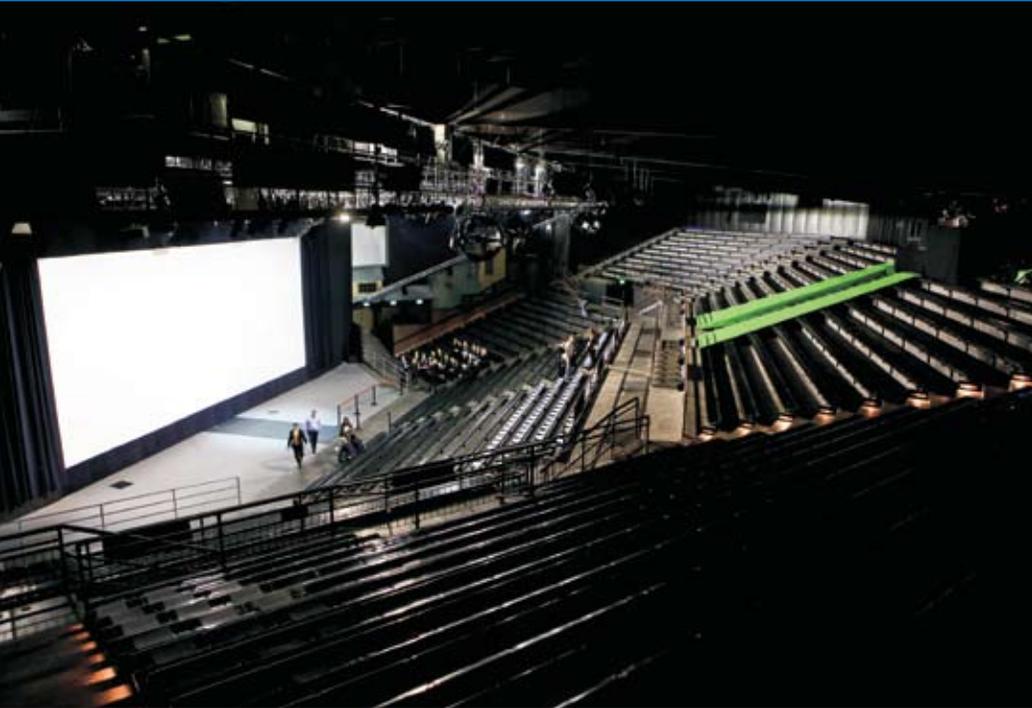


# Application Story

## Paramount Pictures Germany - "Shrek Forever After"



Studio 7 at Movie Park Germany is transformed into a cinema auditorium for the German premiere of "Shrek Forever After"

### Paramount Pictures Germany rolls out the green carpet for "Shrek"

#### Christie projectors selected for premiere of "Shrek Forever After" in 3D

Movie Park Germany, a theme park with movie studios located on the premises, is situated in the town of Bottrop, known for the longest stretch of the Autobahn used for testing high-speed vehicles. It was also the venue for the German premiere of the last sequel of the Shrek animated series "Shrek Forever After." In the recently reconstructed Studio 7, an audience of 1,800, including the prominent voiceover characters, experienced the green ogre's new adventure in 3D, prior to its full release. For the premiere, Paramount Pictures Germany commissioned the team from zweiB, known for professional technical design, planning and execution of successful events as well as cinema and media projects. Their founders and managing directors, Marco Busler and Tammo Buhren, were responsible for the technical implementation and provided the equipment.

In the three-dimensional world, Shrek needs all his strength to get things back to normal and the zweiB team provided the perfect illusion. This was no easy undertaking, since they were working with a screen measuring approximately 40ft x 26ft (18m x 8m). They opted for two Christie CP2000 Series CP2000-XB DLP Cinema® projectors. "Our task was to show digital cinema in 3D and in order to achieve that, certain specifications and requirements had to be fulfilled, such as a high light output that is needed in order to provide adequate brightness to the screen for 3D presentation," explained Buhren.

#### Customer:

Paramount Pictures Germany - "Shrek Forever After"

#### Location:

Bottrop, Germany

#### Industry/Market:

Cinema

#### Partner:

zweiB

#### Requirements:

- High light output to show a 3D digital cinema presentation on a 40ft x 26ft screen
- Robustness and reliability

#### Summary:

Paramount Pictures Germany GmbH chose to premiere the last sequel of the Shrek animated series "Shrek Forever After" at Movie Park Germany. The recently reconstructed Studio 7, which was never intended as a large-scale cinema, so the team from zweiB converted it for the event.

#### Products:

- Two Christie CP2000-XB DLP Cinema® projectors

#### Results:

An approximately 40ft x 26ft screen and two Christie CP2000 Series CP2000-XB projectors were set up to premiere the movie to an audience of over 1,800 people. The projectors provided an extremely high light output, resulting in the visual quality required for the 3D presentation. They also provide the robustness and reliability required for zweiB's rental operation.

He added, "Christie projectors are ideally suited for our particular business, in the course of which it does happen that we have to convert a hall or other venue into a cinema auditorium. On the one hand, the projectors provide an extremely high light output and on the other they provide the robustness and reliability that are required in rental operation."

Christian Meyberg, responsible for technology at Paramount Pictures Germany GmbH, agreed upon the cinema prior to the event and was every bit as enthusiastic about the sound and visual quality as was the cheering audience. All this took place in a hall that was never, in fact, intended as a large-scale cinema.

According to moviegoers, the premiere of "Shrek Forever After" in 3D was three times as amusing, three times as exciting and three times as breathtaking. In Germany "Shrek" left the competition far behind over the first weekend and despite hot summer weather and the World Cup football, it drew an audience of 400,000.

**Contact Christie**

Contact us today at [sales-us@christiedigital.com](mailto:sales-us@christiedigital.com) to find out how you can benefit from Christie digital cinema projectors.



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