

Application Story

United Circuit



Shanghai Film Group selects Christie for second phase D-Cinema roll-out

Shanghai-based United Circuit, a subsidiary of the Shanghai Film Group (SFG) Corporation, purchased 100 Christie Solaria™ Series DLP Cinema® projectors for its second phase deployment. The Solaria Series projectors were installed in the circuit's theaters in China last year. The success of SFG's first phase installment of Christie projectors re-enforced its decision to continue exclusively with Christie.

After a comprehensive industry analysis, United Circuit selected the Christie Solaria Series projectors to kick-start its digitalization plan. Over the past year, Christie projectors performed superbly and delivered excellent picture quality, while maintaining a low cost of operation. These factors prompted SFG to continue with Christie as their preferred choice.

Xu Xiaoping, general manager for United Circuit, says: "Christie has fulfilled its promise by delivering reliable projectors that provide superior picture quality. This goes hand-in-hand with Christie's outstanding technical support and services. The company's technical team is always responsive, ensuring that all digital cinema projectors operate smoothly in our theaters. Our partnership with Christie continues to ensure the quality of China's digital films."

"United Circuit plays an important role in China's cinema market," says Lin Yu, vice president, Christie, Asia Pacific. "We're very honored to be chosen again by SFG to work with United Circuit, providing comprehensive support to them and their other Chinese customers, to ensure their smooth transition to digital cinema."

Contact Christie

Contact us today at sales-us@christiedigital.com to find out how you can benefit from Christie digital cinema projectors.

Customer:

United Circuit, a subsidiary of the Shanghai Film Group (SFG) Corporation

Location:

Shanghai, China

Industry/Market:

Digital cinema

Requirements:

- Reliability
- Superior picture quality
- Technical support and services
- Low cost of operation

Summary:

In implementing phase two of a digital conversion plan, Shanghai-based United Circuit, a subsidiary of the Shanghai Film Group Corporation purchased 100 Christie Solaria™ Series DLP Cinema® projectors. The units were installed in theaters throughout China.

Products:

- 100 Christie Solaria™ Series DLP Cinema® projectors

Results:

United Circuit is thrilled with the high quality results from their Christie installations. They feel that Christie delivered reliable projectors that provide superior picture quality, as well as outstanding technical support and services to accompany the units.

Corporate offices

Christie Digital Systems USA, Inc
USA – Cypress
ph: 714 236 8610

Christie Digital Systems Canada Inc.
Canada – Kitchener
ph: 519 744 8005

Worldwide offices

United Kingdom
ph: +44 (0) 118 977 8000

Germany
ph: +49 2161 664540

France
ph: +33 (0) 1 41 21 44 04

Spain
ph: +34 91 633 9990

Eastern Europe and
Russian Federation
ph: +36 (0) 1 47 48 100

United Arab Emirates
ph: +971 (0) 4 299 7575

India
ph: (080) 41468941 – 48

Singapore
ph: +65 6877 8737

China (Shanghai)
ph: +86 21 6278 7708

China (Beijing)
ph: +86 10 6561 0240

Japan (Tokyo)
ph: 81 3 3599 7481

Korea (Seoul)
ph: +82 2 702 1601

Independent sales consultant offices

Italy
ph: +39 (0) 2 9902 1161

South Africa
ph: +27 (0) 317 671 347



For the most current specification information, please visit www.christiedigital.com

Copyright 2011 Christie Digital Systems USA, Inc. All rights reserved. All brand names and product names are trademarks, registered trademarks or tradenames of their respective holders. Christie Digital Systems Canada Inc.'s management system is registered to ISO 9001 and ISO 14001. Performance specifications are typical. Due to constant research, specifications are subject to change without notice. United Circuit App Story Mar 11

CHRISTIE®