

Application Story

CGV



CGV Young-Deong-Po in Seoul features the Starium theatre, a deluxe auditorium equipped with the world's largest screen at 43 feet high by 103 feet wide

Christie projects brilliantly on the world's largest screen in Seoul

CGV, a subsidiary of CJ Group, South Korea's largest multiplex cinema chain founded in 1996, opened its first multiplex cinema in Seoul in 1998. They currently operate 564 screens at 70 sites nationwide, and opened their most exciting complex, the CGV Young-Deong-Po in Seoul in the winter of 2009.

The CGV complex features the Starium theatre, a deluxe auditorium equipped with a giant screen, alongside an Art Hall and Gastro Pub. They installed state-of-the-art digital projectors, a powerful sound system and special seats to re-invent movie-going in South Korea. The Starium screen is 43 feet by 103 feet (13m x 31.38m) — about the size of a basketball court — which makes it the largest in the world.

To provide the "larger-than-life" movie-going experience, Christie equipped the theatre with two Christie CP2000-XB digital projectors with special lenses which enable 3D content to be projected in full 2K resolution on two Harkness screens linked together. For the best sound, Starium uses an 11.2-channel stereoscopic sound system for uniform distribution of audio levels in every part of the auditorium. The theatre also features specially designed premium seats with extra legroom.

"In Korea, CJ CGV has one of the best visual and sound systems in their theaters. Now, Starium has become another milestone in global cinema history with the world's biggest screen. We're extremely pleased to participate by providing Christie digital cinema projectors, which elevate movie-watching to a brand-new level," adds Jack Kline, President and COO of Christie Digital Systems.

Customer:

CGV

Location:

South Korea

Industry/Market:

Cinema

Requirements:

- Ability to project 3D content in full 2K resolution on a 43 ft x 103 ft screen

Summary:

When CGV planned their most exciting new cinema complex, they wanted to offer the world's biggest screen and a "larger-than-life" movie-going experience to their customers.

Products:

Two Christie CP2000-XB projectors with special lenses

Results:

The CGV Young-Deong-Po multiplex cinema in Seoul boasts the world's biggest screen which is roughly the size of a basketball court. The theatre is equipped with two Christie CP2000-XB digital projectors with special lenses to provide the "larger-than-life" movie-going experience by projecting 3D content in full 2K resolution.

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CJ CGV has focused on the creation of a multi-culture platform, considered the future of the multiplex, by presenting such concepts as the Art Hall and Gastro Pub. Live concerts, musicals and traditional plays are presented in the CGV Art Hall. This 500-seat venue also functions as a broadcasting studio for TV programs targeted to a young generation interested in a mix of different cultures and content.

CGV calls their Gastro Pub a “new-style culture space,” featuring performances by live Indie bands and a menu of healthy comfort food, under the catchphrase “Eating, Drinking, Playing.” Well-known Korean Indie bands are scheduled to play their music on a regular basis.

Among the many other innovative features that the new CJ CGV complex offers are: Gold Class — A luxurious and high-quality first-class experience; Cine Shop — A collectors’ shop specializing in selected movie-related products; Ciné Café — A high-end cinema lounge with top-quality food and beverages;

Smartplex — “Edutainment” cinema with 3D projection and an interactive system; Star Screen/Sweet Box — Different types of seating, available for a more convenient and comfortable environment; 4D-plex — 4D versions of 2D and 3D movies, with various special effects such as motion, water and scent; and CGV Live — Live sports, live music concerts, magic shows and plays onscreen.

“CJ CGV aims for the world’s best service and facilities. To accomplish our vision, every employee is in harmonious cooperation to create and develop new technology and enhanced service items,” states Joo Hyung Kim, the CEO of CJ CGV.

Contact Christie

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



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