

Application Story

3D is all the rage in Costa Rica



VIP lounges like the ones at NOVA Cinemas let guests enjoy movies in pampered luxury. 3D makes the experience that much better.

Costa Rican moviegoers are flocking to see 3D movies.

Costa Rica is a country famous for its beautiful beaches, gorgeous rain forests and wildlife, and coffee and banana exports. But it's also a burgeoning hub for arts and cinema in Central America.

Going to the movies is a big experience in Costa Rica. Theaters feature VIP lounges with discreet waiters serving food and drinks during the show to customers in their loveseats or loungers. How do you top a cinema experience like that? With 3D.

In the capital city, San Jose, three cinemas now boast Christie® 3D projectors. The country's only 3D cinema in the North Pacific region is home to a Christie projector too. Neither cost nor distance can keep excited moviegoers from partaking in the 3D experience.

Multicines Liberia

Costa Rica's only 3D cinema in the North Pacific region is a family-built and owned business that opened in Guanacaste on December 30, 2010. The first 3D movies shown — "Yogi Bear", "The Green Hornet" and "Rango" — aired to the excited screams and gasps of the moviegoers who had never experienced 3D before.

Because Costa Rican business deals are usually based on friendships, it took Christie dealer, Vidicom, almost two years to secure the contract providing Christie projectors to theater owner, Roberta Parapini. It was worth the wait.

Parapini is thrilled with the compact Christie CP2220 projector she chose. Even though 3D movies are priced at almost twice the cost of 2D movies, which might have deterred some moviegoers, at this 160-seat movie house, a 3D movie can generate more money in one weekend than a 2D movie generates in a week.

The only people more thrilled than Parapini are the theater's customers who are willing to travel up to two hours to see the North Pacific's only 3D movies.

Customer:

Various independent theaters throughout Costa Rica

Location:

Costa Rica

Industry/Market:

Entertainment

Requirements:

- 3D capabilities
- Ease of use
- Reliable performance
- Partner and customer service

Summary:

Costa Rican theater owners are embracing 3D technology as a new way to delight their movie-loving customers. Christie is the preferred choice for discerning theater operators and customers alike.

Products:

- Christie LX700
- Christie Solaria Series:
 - CP2000-ZX
 - CP2220

Results:

Working closely with Christie dealer, Vidicom, four theaters in two cities have added 3D projectors to their existing repertoire of Christie projectors, bringing a new and thrilling experience to their customers.

NOVA Cinemas by REPRETEL

NOVA Cinemas by REPRETEL opened December 25, 2009. "Avatar" was the big draw that day, showing in 3D in the movie complex's 280-seat IMAX theater.

In addition to the IMAX theater, two of the six regular theaters feature Christie CP2000-ZX projectors and can show 3D movies to more than 400 of San Jose's sophisticated movie fans.

The newly-built theater complex is located near the Avenida Escazú shopping center, and is touted by local media as a "complete entertainment center". Patrons — who can order tickets online, enjoy a drink, snacks or light meal at the complex's sports bar and then sink into large, comfortable seats or indulge in the two VIP screen rooms — agree.

With the quality of the movie-going experience set so high, only Christie projectors could meet the demanding standards for picture brightness, clarity and reliability that REPRETEL has for its patrons. Once again Christie dealer, Vidicom, was instrumental in helping REPRETEL choose Christie projectors for both their digital and analog movies and for 3D and 2D shows. In fact, NOVA Cinemas "prefers Christie projectors over all others" because of their quality and reliability and cite easy access to locally-based Vidicom as another reason for choosing Christie.

CCM Cinemas

Movie chains in San Jose are in competition with each other. Like NOVA Cinemas, CCM Cinemas are also moving to shopping malls where they hope to grab a piece of shoppers' leisure time.

CCM Cinemas recently renovated their eight-screen theater complex at the Mall San Pedro. According to Kattia Zuniga, General Manager for CCM Cinemas, most of the extensive changes were simply cosmetic, but the addition of a 3D theater was necessary in order to remain competitive.

The new 3D theater opened on July 3, 2010 airing "Yogi Bear". The audience was thrilled with the novelty of a 3D movie. Theater administrator, Julio Guterrec, is delighted with the moviegoers' response to 3D offerings. Although some people consider 3D to be only for "wealthy customers", Guterrec has no problem filling all 255 seats in the theater.

This busy theater needed a 3D projector that would be reliable, fast and easy to operate and powerful enough to run nearly 24 hours each day, every day of the year (the Mall San Pedro cinema only closes three and a half hours per day!). According to Guterrec, it's important that "when the lights go out, the projector is fast".



The Teatro Nacional in downtown San Jose is an iconic national treasure.

With the help of San Jose-based Christie dealer, Vidicom, CCM Cinemas installed a Christie 4K-ready CP2220. The projection operators are so pleased with Christie, they're pushing for another Christie purchase — a Christie ACT programmable, web-based automation solution for controlling the entire theater's lights, motors, audio levels and projector server.

Teatro Nacional

The Teatro Nacional in downtown San Jose is an iconic national treasure. Started in 1891 and finished in 1897, this beautiful building is a testament to Costa Rica's post-colonial wealth that was born of coffee and banana exports. One of the features of the sumptuous, gilded interior includes a ceiling mural Allegory of Coffee and Bananas.

The theater is a well known tourist attraction, but more importantly is used and appreciated by Costa Ricans year round for the highest quality performances.

Recently, Adriana Collado, the National Theater's director, started a lunchtime program from noon to 1:00 p.m. to make shows and cultural events more accessible to everyone. The program is a huge success and has secured a place for the National Theater in the hearts of another generation of Costa Ricans.

The only projector suitable for this architectural gem's live productions is the Christie LX700, which, with its LCD panel technology and 4DColor™, is bright, clear and powerful enough to create high-impact, 3D images in large venues like the National Theater.

Contact Christie

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

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) 4 320 6688

India
ph: +91 80 6708 9999

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. Costa Rica App Story January 12