

Application Story

Laemmle Theatres



Installing 15 Christie Solaria Series digital projectors has helped Laemmle Theatres improve the movie-going experience for patrons, as well as the theater chain's bottom line.

Famous Laemmle theater chain in L.A. goes digital with Christie

Greg Laemmle, president and owner of Laemmle Theatres in North Hollywood, California, is the youngest of a family that has made their mark by specializing in the theater chain started by his grandfather Max, in 1938. Continued by his father, Bob Laemmle, the oldest art house chain in Los Angeles was known to be the venue where every independent filmmaker sought to have movies showcased. Now that legacy is in Greg Laemmle's hands at the new Laemmle NoHo 7. Many of his family members have contributed to Hollywood's entertainment history, including his uncle, Carl Laemmle, who founded Universal Studios —coincidentally located just down the street from the new NoHo 7.

"There is a whole new concept of creating an authentic urban environment where people are not pulling into an acre of parking lot and walking into a mall," said Laemmle. The Laemmle NoHo 7, the third multiplex the Laemmle company built, is a seven-screen art house movie theater featuring digital projection and stadium seating for 1100 guests. It is considered a welcome addition to the burgeoning NoHo Arts district in Los Angeles. "Laemmle's NoHo 7 is a perfect fit for the NoHo Arts District, complementing the cultural offerings already there and making it even more attractive to visitors," said Commissioner Greg Lippe of the Community Redevelopment Agency of Los Angeles, which has been building up the Arts District for a decade.

Laemmle, believing that the handwriting was on the wall when it came to making the move to digital cinema, refused to allow his art house theater to ignore the wave of the future. Today, the NoHo 7 prides itself on sharp digital projection in all seven auditoriums. "We selected Christie® digital projectors because they are ideally suited for our needs, and I had a good impression of their long-standing track record. We're very happy with the incredible images projected on the screen, the extremely helpful Library Management System and the service capabilities and commitment of the Christie team, who bent over backwards to make things happen. I believe we made an excellent choice," said Laemmle.

Customer:

Laemmle Theatres

Location:

Hollywood, California, U.S.A.

Industry/Market:

Cinema

Partners:

Southern California Cinetech

Requirements:

In making their move to digital cinema, famous Laemmle Theatres required state-of-the-art equipment as well as technical support at an affordable price. Integrators Southern California Cinetech recommended Christie products for the image quality, compact footprint and ease of operation for the theater owner.

Summary:

The installation of 15 Christie Solaria Series digital projectors effectively updated the theater chain, bringing it into the 21st century. By taking advantage of the Christie VPF financing plan, as well as Christie Managed Services monitoring and maintenance services, the theater chain will see significant savings for many years to come.

Products:

- 15 Christie Solaria Series projectors (CP2220 and CP2210 models)
- Christie VPF financing plan
- Christie Managed Services monitoring and maintenance
- Christie Xenolite lamps (CDXL models)

Results:

The owner of the Laemmle chain couldn't be happier with the new additions to his art house theaters. The new digital images produced are sharp and clear, and the ease of use, plus the added protection of service from the industry leader in digital cinema, helps the business run smoothly.

To become a 100% digital cinema, NoHo 7 decided to work with the Christie VPF financing plan and take advantage of their monitoring and maintenance services. "Christie offered the greatest flexibility in their VPF agreement, which included more opportunities to use smaller films, which is an important advantage to an art house cinema. We are also looking forward to using the Network Operations Center (NOC) monitoring provided by Christie Managed Services, a major asset that will provide a smooth operation. We anticipate we will see significant savings going forward," Laemmle noted.

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Proud of their art house theater heritage, Laemmle NoHo7 continues to promote small, independent films with their new state-of-the-art digital technology.

Mike Golin, CEO of Southern California Cinetech, oversaw the installation of the new digital equipment. "We installed a total of 15 screens at three different locations, and selected the DCI-compliant Christie Solaria™ Series digital projectors. Both the CP2220 and the CP2210 models offered compact footprints, along with lots of other assets. Image quality was paramount, and the fact that they provide the most consistent presentation in the industry. Christie projectors, from a theater owner's perspective, are the simplest to operate. They offer important standard features that only Christie provides, such as the touch screen, which helps with troubleshooting, downloading of files, updates and software -- all of which is part of the daily operation of the projector. Another very helpful and unique feature is the automatic lamp alignment and Christie LiteLOC™, which adjusts the lamps to provide optimum light output," he explained.

Christie Xenolite® lamps are also an integral part of the success of NoHo7 cinema. Golin added, "In my opinion, the Christie lamps are the Rolls Royce of the industry. They are the most reliable and stable lamps with the lowest failure rate of any manufacturer. We used the new Christie CDXL lamps because they are extremely efficient. We can use lower wattage lamps

to achieve the same light on the screen, making them the most economical solution as well."

The new, state-of-the-art digital equipment blends nicely with the comfortable surroundings in the NoHo 7 theaters. There is full stadium seating in the two largest auditoriums, and modified stadium seating with extra wide row spacing in the smaller halls. All seating is in high-backed leatherette rocker seats, while on the screen, audiences will see the best of Hollywood specialty films, along with American independent movies and Laemmle's signature foreign language movies. "We proudly say that we are not afraid of subtitles at our theaters," Laemmle explained.

In December 2011, after the grand-opening ceremony and screening of *The Iron Lady*, Laemmle noted that everyone was congratulating him for bringing such a great new facility to the area. NoHo 7 was officially launched with the acclaimed silent film, *The Artist*, as well as *War Horse*, *The Girl with the Dragon Tattoo*, *We Bought a Zoo*, *Young Adult*, and *The Descendants*.

Contact Christie

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