

# Application Story

## The Silver Moon Drive-In Theatre / B&B Moberly Five and Drive



*Silver Moon Drive-In Theatre in Lakeland, Florida has made the move to digital with Christie.*

### U.S. drive-ins make the move to Christie digital solutions

At the height of their popularity in the late 1950s, drive-in movie theater screens outnumbered indoor screens ten-fold. Today, about 400 drive-ins – mostly family-run businesses in rural areas - are reinvigorating their venues and giving new life to this classic, American icon. Christie® DLP Cinema® solutions for drive-ins, which include high performing projectors and lamps, services and certified Christie partners, are allowing many to make the move to digital. Audiences can now experience brighter, sharper images on outdoor screens for the first time.

#### *Silver Moon Drive-In Theatre in Lakeland, Florida*

For over 60 years, Silver Moon Drive-In Theatre has been a landmark in central Florida. The first of its kind to open in the area, its original admission was 35-cents per person and allowed patrons to enjoy the main feature, a short subject film, a cartoon and the latest newsreel. A flyer dated April 1948 advertised the venue as "Florida's newest, most modern outdoor theater."

Today, Silver Moon continues to show first-run movies to nostalgic audiences. With each of their two screens showing a double feature seven nights a week, the venue is well-attended. "We are the last drive-in theater in Polk County, but we are here to stay," said Harold Spears, president of Sun South Theatres, Inc., owner of the Silver Moon.

In late 2011, Spears and company decided to upgrade their projection equipment by installing a Christie Solaria™ series 2K projector. They were looking for better image quality, reliability and a low cost of ownership. "After we installed the projector this past November, my first impression was that it was an extremely sharp picture, and the audiences have definitely noticed the brighter images on the screen," Spears noted.

Full service cinema dealers, Entertainment Supply and Technologies, LLC (ES&T), assisted with the choice of equipment and installation. They chose a Christie Solaria series projector to adequately deal with the venue's large screen size and high levels of ambient light. "The CP2230 takes up to a 6500-watt lamp, and audiences now have indoor-movie quality on the outdoor screen," explained Bruce Schneiter, vice-president of technical services, ES&T. He also added that Christie is a well-known and

#### Customers:

- Silver Moon Drive-In Theatre
- B&B Moberly Five and Drive

#### Location:

- Lakeland, Florida, USA
- Moberly, Missouri, USA

#### Industry/Market:

Digital Cinema for drive-ins

#### Partners:

- Entertainment Supply and Technologies, LLC (ES&T)
- Sonic Equipment Company

#### Requirements:

To keep up with the latest advances in digital projection, many drive-in theaters are looking to the Christie Solaria series of projectors to adequately deal with large screen sizes and high ambient light issues. Durable, affordable and reliable products are required for this group of unique theater owners.

#### Summary:

Both Silver Moon Drive-In Theatre and the B&B Moberly Five and Drive Theatre chose to go with the Christie Solaria series for their digital upgrades. Both age-old screens needed powerful lamp capabilities and crystal clear projections to wow their drive-in audiences.

#### Products and services:

- Christie CP2230 DLP Cinema projectors
- Christie Network Operations Center (NOC)
- Christie certified partner services

#### Results:

Both clients report indoor theater quality pictures on their outdoor screens. In particular, the brightness the Christie Solaria series offers, along with picture clarity, is thrilling audiences on a nightly basis.

well-respected industry leader in digital solutions. "We've had a good opinion of Christie equipment over the years. They stand behind their equipment with service and support, and that makes them an excellent choice," he said.

**B&B Moberly Five and Drive Theatre in Moberly, Missouri**

B&B Theatres, one of the oldest family-owned circuits in the Midwest, has experienced the many changes in the cinema industry first-hand. From the introduction of sound and color, to the new widescreen formats, to the latest digital and 3D advances, the company has evolved with the times. B&B Theatres currently operate theaters in towns of all sizes, and has

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*Harold Spears, owner, Silver Moon Drive-In Theatre*

constructed new multiplex theaters at sites once home to their own old-time, single screen and twin theaters.

B&B Theatres opened Hi Way 63 Drive-In on a ten-acre plot of land in Moberly, Missouri in 1955, and enjoyed success there until 1985. A decade later, B&B Theatres replaced two of its aging downtown movie houses with a new, million-dollar multiplex on the unused drive-in site. Given the size of the land and its great location, the five-screen theater was situated on the back of the property to allow the venue to resurrect its beloved outdoor screen. The new theater complex, Moberly Five and Drive, opened in 1997.

To upgrade the drive-in site, B&B Theatres turned to Kansas-based digital cinema integrator, Sonic Equipment Company (Sonic). As a leader in installation and service for cinema equipment across the U.S., they felt confident that a Christie CP2230 DLP Cinema projector with a 4,500-watt bulb would work perfectly for the large screen. The digital projector is known for producing sharp, clear images even in high-ambient light environments – a well-known challenge for every drive-in screen.

Dan VanOrden, general manager of B&B Theatres, was pleased with the choice of Christie equipment. "I was extremely impressed with the results, and the audience loves the bright new look. The drive-in is so luminous now that Highway 63 is lit up in front of it," he said. VanOrden also enjoys the options for usage the new digital projector affords the drive-in. "We've been able to run DVDs of classic movies and they look so much better on that huge screen," he concluded.



*B&B Moberly Five and Drive Theatre is enjoying the benefits of unparalleled brightness and clarity with their new digital equipment.*

Fresh on the heels of Christie digital projector installations for six drive-in screens in Texas, Sonic was certain that the equipment would be well-received. Steve Zimmerman, director of business development at Sonic, believed the quality and reliability of Christie products would excite patrons of the drive-in. "Both Sonic and the theater owners at these locations were very pleased with the end results. We were confident that the images the Christie CP2230 digital projector could provide the Moberly site would be the best that they had ever seen and it would blow them away," he explained. "In the end, we also converted the other screens at their indoor movie complex. We installed a Christie CP2220 model in one auditorium, while the remaining complex was fitted with Christie CP2210 digital projectors," Zimmerman said.

**Contact Christie**

Contact us today to find out how you can benefit from Christie's digital projection and entertainment solutions.

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