

# Southern Theatres

## Case study



▲ Southern Theatres' new premium movie complex combines sight, sound and service from Christie.

## Southern Theatres delights movie-goers with the complete Christie experience

With theaters in 13 states across the U.S., Southern Theatres prides itself on offering a premium movie-going experience for discerning motion picture fans. Based in New Orleans, Louisiana, Southern Theatres was eager to expand with the opening of a brand new theater complex in Kenner, LA.

The team at Southern Theatres explored options for introducing its patrons to the latest evolution in digital cinema – one that combines the most realistic image quality with immersive sound. They were looking for a partner who could help them with the design and layout of their integrated cinema system and provide 24/7 operational monitoring. They found the complete solution in Christie®.

In December 2013, Southern Theatres opened the Grand 14 Esplanade. Fully powered by Christie Solaria® Series digital cinema projectors and Christie Vive Audio™ solutions, and supported 24/7 by Christie Professional Services, the Grand 14 Esplanade is the world's first "all-Christie" complex.

"The [Christie Vive] audio is flawlessly complemented with the crisp images and spectacular video offered by Christie DLP digital cinema projectors, giving audiences the ultimate movie-viewing experience."

**Patrick Artiaga,**  
Director of Business Development, Audio Solutions at Christie

The Grand 14 Esplanade location features a Southern Theatres' branded Grand Premium Experience (GPX) auditorium. A hallmark of the Southern Theatres' chain, the GPX auditorium is designed to raise audience senses to new heights by combining comfort with cutting-edge technology. To achieve these high standards in the Grand 14 Esplanade GPX theater they incorporated a Christie Duo™ dual-projection system, Christie CP4230 4K DLP® Cinema projectors and Christie Vive Audio.

**Customer:**  
Southern Theatres, LLC.

**Location:**  
Kenner, Louisiana, USA

**Industry/Market:**  
Cinema

**Requirements:**

- 4K resolution
- High brightness
- High contrast
- Exceptional sound quality
- Integrated audio visual system
- System consultation and design
- Hardware installation
- 24/7 system monitoring

**Summary:**  
Southern Theatres' newest movie complex in Kenner, Louisiana is the world's first all-Christie theater complex.

**Products:**

- Christie CP4230 4K DLP Cinema projectors
- Christie Duo
- Christie Vive Audio
- Christie Professional Services

**Results:**  
Guests of Southern Theatres are fully-immersed in the movie-going experience in the Grand 14 Esplanade's all-Christie auditoriums.

With Christie 4K offering four times the resolution of standard 2K projectors, Southern Theatres can fill their three-storey-tall GPX screen with RealD 3D content, providing their audiences with the most life-like images. And not only are they able to offer their clientele a premium experience, but they also saved on cost by coupling two Christie Solaria projectors with the Duo integration kit.

Christie CP4230 4K DLP digital cinema projectors are based on Series 2 DLP technology from Texas Instruments. Part of the Christie Solaria Series, these 2D/3D 2K High Frame Rate (HFR) projectors are installed throughout the entire theater complex, giving audiences in every auditorium the best visual experience, every time.

Specifically created and built for the digital cinema environment, Christie Vive Audio was the ideal solution for Southern Theatres, exceeding their audiences' expectations for crisp, clear sound. President and Chief Operating Officer of Southern Theatres, LLC., Ron Kreuger II, conveyed their excitement in incorporating this new sound system into the Grand 14 Esplanade, "We're the first theater to equip every auditorium with Christie Vive Audio, a revolutionary leap in cinema loudspeaker design that provides the benefit of improved sound coverage for every guest in every seat in the house." He goes on to say, "[The sound quality] is fantastic, it truly is and our guests have really embraced it as well."

Patrick Artiaga, director of Business Development, Audio Solutions for Christie, spoke about the partnership with Southern Theatres and the benefits of Christie's complete solution, "We're proud that Southern Theatres has made the Grand 14 Esplanade the world's first all Christie complex. The audio is flawlessly complemented with the crisp images and spectacular video offered by Christie DLP digital cinema projectors, giving audiences the ultimate movie-viewing experience."

The GPX auditorium also features Christie Vive Audio configured for 46 channels using Dolby® Atmos™, an audio format that revolutionizes the experience of sound in entertainment. The groundbreaking Christie Vive Audio system features speakers with an innovative, single-enclosure line array design combined with ribbon driver technology and efficient, high-powered Class D amplification – the first to be used in a cinema environment. The result: each seat in the GPX auditorium offers an unparalleled, immersive experience for movie enthusiasts.

To ensure that the Grand 14 Esplanade's theaters were set up for success and will continue to run smoothly, the Christie Professional Services team was involved from the beginning of the installation and keeps watch around the clock from their offsite operational monitoring center. Vice President of Global Professional Services, Sean James, explains how Professional Services supports Southern Theatres, "We provided professional consultation, integration, installation, and design services for all of the auditoriums, and our job is not over when the installation is complete. Professional Services will continue to provide the entire theater with 24/7 remote monitoring through Christie's Network Operations Center."

"Christie's Network Operations Center monitors our theaters 24 hours a day, seven days a week," explains Jack Wagner, Director of Facilities, Southern Theatres, LLC. "Choosing Christie as an all-in-one provider allows us to make one phone call. We can talk to one group of engineers, one group of technical support folks and resolve issues much more quickly for our theater to keep our images on screen and also be able to meet our customers' needs." With Christie's complete cinema solutions, the Grand 14 Esplanade's vision for offering their guests the most immersive movie-viewing experience is now a reality.



▲ Southern Theatres' GPX auditorium features Christie Vive Audio configured for Dolby Atmos.



▲ Southern Theatres' GPX auditorium is powered by Christie Solaria digital projectors, and Christie Vive Audio.

### Contact Christie

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

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