

Landmark Cinemas

Case study



▲ Landmark strives to make the movie-going experience rich and engaging.

Digital cinema puts the customer first.

"The cinema experience is the best value for the entertainment dollar. Customers' cinema costs are way behind inflationary rates. Admission prices are around \$10 give or take and hit that cost about 10 years ago. But the experience's quality has just gone up and up — digital sound, digital images, D-Box seating, amazing food..." declares Neil Campbell, chief operating officer, Landmark Cinemas, with pride.

And pride in the cinema experience that Landmark Cinemas creates for its customers drives this chain to keep making movie going richer and more engaging. Converting to digital cinema was an obvious step for the company.

Landmark made their 10-month conversion plan in 2011 with completion slated for April 2012. Then they shared their plan with Christie®. "We didn't have to wait on Christie for anything. Even things that Christie wasn't in charge of didn't ever become a problem. Christie was always able to work with the

overall schedule to make sure the whole plan came in on time. We were done on the very date we'd originally specified. It was absolutely amazing." Campbell states.

"The customer is the big winner, because the movie and the sound quality are always crystal clear and perfect. It's always as good as it can be every time."

Neil Campbell,
chief operating officer, Landmark Cinemas

Landmark's integrators, King Cinema Services, were on the road for almost an entire year working their way through Landmark's theaters in Western Canada and the Yukon. At every step of the project, they "kept Christie in the loop. What made [this conversion project] work was we were all partners in the plan. We *all* made it happen. If there was a glitch, it didn't stop us. We readjusted the plan to work around obstacles.

Customer:

Landmark Cinemas (Landmark)

Location:

Calgary, AB, Canada

Industry/Market:

Cinema

Partners:

King Cinema Services

Requirements:

- Digital cinema
- Amazing picture quality
- 3D capabilities
- Reliable performance

Summary:

Everything Landmark Cinemas does is designed to create the best possible cinema experience for its customers. Converting to digital cinema was one more way Western Canada's largest independently-owned theater chain could make customers love movie going at Landmark.

Products:

- Christie Solaria Series:
 - CP2210
 - CP2220
 - CP2230

Results:

Landmark Cinemas gave themselves 10 months to convert more than 100 screens to digital cinema. The tremendous conversion project ended right on time and has resulted in a consistent, high-quality movie going experience for customers. Theater managers also have more time now to add the human touch that Landmark's cinema patrons appreciate so much.

And we all worked well in advance so we never lost time," Campbell explains. The conversion work only stopped in December so there wouldn't be any downtime during the prime Christmas movie season.

The move to digital cinema technology started when Hollywood studios predicted they would eventually stop producing 35mm films. Savvy cinema owners quickly recognized the many benefits of digital cinema.

Campbell is pleased with the 3D movies that Landmark can now offer through digital cinema. 3D is proving to be enormously popular. Typical of Landmark's customer focus, Campbell quickly adds that Landmark "always offers the 2D alternative to a 3D picture. Some people can't handle 3D. Some don't want to pay for a movie in 3D when it's sufficient in 2D. In our larger theaters, we'll have a 2D screen of a wide release along with the 3D version. Or, if we don't have the screens to do that, we will offer some screen times in 2D. That way there's something for everyone."

Because showing digital cinema takes less time and effort than running a 35mm film, Landmark theater managers have a lot more time to be "on the floor" with customers.

"Once the hard drives are loaded and the machines are good to go, you can start the whole movie complex with one keystroke on your laptop," Campbell explains. "Now instead of running projectors, managers can go greet customers. They get to know our customers. They hear from customers. They get customer feedback — good and bad — on the movies. There's discussion and that makes customers happy. Customers are being heard and they're having a personal experience."

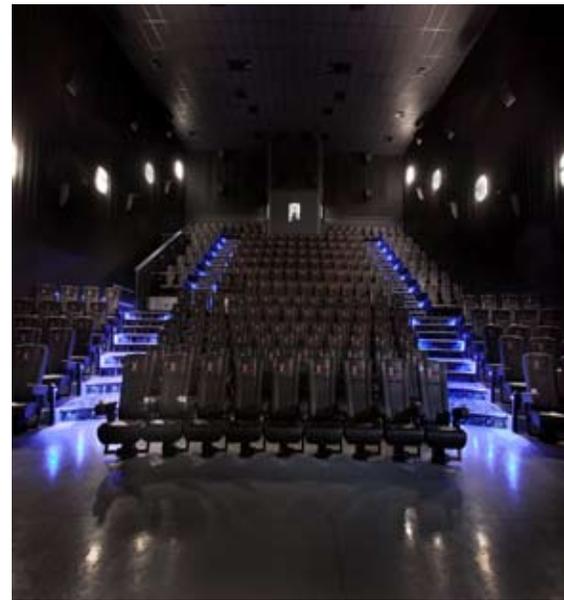
Campbell continues "Movies are the common language around the world. The words may be different, but the experience is the same. A movie is a sharing experience with the whole planet. And that's why I want my managers on the floor talking with the customers. Because that's where it starts."

Landmark's tag line is "Making movie memories" and Campbell strongly feels that the consistency of the digital cinema experience enhances Landmark's ability to meet this goal. "The experience is the same in Kelowna as it is in Toronto and digital ensures it's the same high-quality experience."

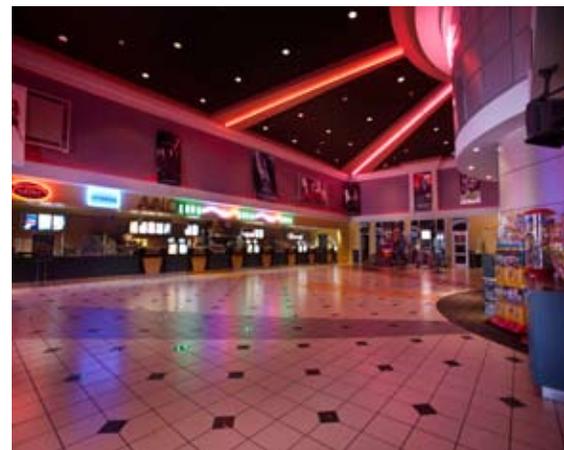
Campbell happily concludes, "The customer is the big winner, because the movie and sound quality are always crystal clear and perfect. It's always as good as it can be every time."

Contact Christie

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



▲ Landmark's Xtreme theaters add to the excitement of the movie-going experience.



▲ Digital cinema and fantastic amenities make the cinema experience the best value for the entertainment dollar.

Photo credits: Landmark Cinemas

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 4 3206688

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 2012 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. Printed in Canada on recycled paper. Landmark Sept 12

CHRISTIE®