Brightest family of projectors in the universe

The Christie Solaria™ Series: Shipping and installing now!

The new 4K-ready Christie CP2200 projectors are now shipping and installing around the globe, including the US, Canada, Europe, Korea and Australia. With many installations underway, the new Christie CP2220 is already being recognized as delivering the attributes that exhibitors want most.

Next generation DLP® technology takes off

With a long history of firsts and the widest range of projectors that address the dynamic market landscape worldwide, Christie continues to meet customers’ needs for brightness, resolution and cost-efficiency. Based on TI’s industry-preferred and proven DLP Cinema® technology, the Solaria Series projector models will outshine the competition with vivid images on the largest of screens.

Story continues on page 2
Christie Solaria™ Series

Unprecedented brilliance and the lowest cost of operation

From the pioneering Brilliant3D™ triple flash technology that ensures the brightest visuals for 3D applications, to the premium 4K projectors for screens up to 100 feet, Christie will again dazzle the movie-going public. Christie Solaria Series projectors utilize TI’s next-generation electronics, designed to meet Digital Cinema Initiatives (DCI) requirements. They feature a new modular architecture for improved serviceability and extraordinary ease of maintenance. With the ability to deliver higher brightness through more efficient optics and lower lamp wattage, all Christie Solaria Series projectors offer up to 24% lower cost of operation than competing technologies.

First to market with Series 2 4K-ready digital cinema projectors

Christie is the first manufacturer to ship the latest generation of 4K-ready DLP Cinema® projectors, as hundreds of orders pour in worldwide. According to Craig Sholder, vice president, Entertainment Solutions at Christie, “Our manufacturing facilities are running full throttle to keep pace with requests for the new projectors. With the spectacular success of 3D movies like Avatar, exhibitors realize that digital cinema is no longer an option, it is a strategic imperative. They can’t afford to wait years for a 4K-resolution projector when Christie now offers a fully compatible projector today: one proven to deliver a brighter, more cost effective digital cinema presentation.” The Christie 4K resolution projectors are scheduled for shipment in the latter half of the year.

More light with less energy make Solaria Series the best choice

Gary Engvold, president of Integrity Entertainment Systems, an authorized digital cinema reseller for Christie, was among the first to purchase the new Christie CP2200 projectors.

“The primary reason for specifying the new Christie Solaria projectors was to provide customers with the largest selection of 2K and 4K cinema projectors. Several of my customers opted to wait for Christie’s next generation of cinema projectors because they can easily be upgraded to 4K resolution. I guide my customers in making decisions that help to future-proof their technology investments. And with Christie being the first to offer and ship the Series 2 projectors — the only 1.2” DMD based mid-power DLP Cinema® projector upgradeable to 4K — it was easy to recommend this projector. The energy and lamp savings from using Christie’s cinema projectors versus the LCOS technology over a ten-year period is huge. It’s almost enough to pay for the projector itself,” notes Engvold.

“Christie made a lot of other improvements to the new Series 2 platform. The units are much easier to service and simpler to operate. They really did listen to what their customers wanted and needed. For me it’s a ‘no-brainer,’ the Christie Solaria Series is the only way to go,” added Engvold.

“For me it’s a ‘no-brainer,’ the Christie Solaria Series is the only way to go.”

Gary Engvold
President
Integrity Entertainment Systems, LLC

The Christie CP2210, CP2220 and CP2230 are available in 2K and 4K-ready. The Christie CP4220 and CP4230 will deliver an unmatched 4K performance straight from the factory.
FTT places first order in Europe for Christie’s Solaria Series products

A purchasing agreement for 300 Christie Solaria Series projectors has been completed with Film Ton Technik Hannsdieter Rüttgers GmbH (FTT), Christie’s German integration and service partner headquartered in Düsseldorf. The projectors are primarily going to be installed in German cinemas of various operators but also in other countries in Central and Eastern Europe where FTT operates. They will be used in ongoing projects for cinemas that were started in 2009, as well as in new upcoming multiplexes. All Solaria Series projectors are forecasted to be installed by mid 2011, a third of them planned for 3D screenings.

Working within the cinema technology field since 1960, FTT supplies high-quality products, and provides project planning, professional installations, after-sales maintenance and emergency services. They have grown over the past 15 years from a national systems integrator to an international player. FTT has already implemented a large number of projects for multiplexes and independent cinemas in Germany and abroad and has subsidiaries in Austria, Hungary, Poland and the Netherlands.

The Christie Solaria Series consists of three new 2K DLP Cinema® models that are upgradeable to 4K plus two 4K models. They all feature various brightness and resolution levels offering the ideal solution for different cinema sizes and needs. The contract stipulates the overall number of projectors but does not specify the models in order to allow a flexible adaptation to the specifics of each environment. “Our customers have had the best experience with Christie projectors and as their long-term partner, we are pleased with the quality and technical support Christie offers,” says Thomas Rüttgers, managing director of FTT. “Since many customers selected Christie products, entering into this agreement was simply a logical step for us.”

The cooperation with Christie dates back to 2004, when the first small D-Cinema rollout started. Since then, FTT installed numerous Christie CP Series 2K DLP Cinema® projectors in many different cinema environments as well as in studios and post-production facilities. “We are convinced that the new Christie Solaria Series projectors will meet the high expectations for quality and will continue the success that the CP2000 Series already has,” Rüttgers says.

Stefan Müller, business development manager, Cinema for Christie EMEA, welcomed the continuation of this strong cooperation with FTT: “We are, of course, very happy that FTT is showing such confidence and counting on us for the next conversion phase. We, too, look forward to a good partnership since we are both working towards a joint goal which is to offer exhibitors a long-term, reliable cinema technology at the highest standard and with the best service and support.”

“Our customers had the best experience with Christie projectors…”

Thomas Rüttgers
Managing Director
FTT
Christie has rapidly grown market share in the Asia Pacific region, surpassing the growth rate of most digital cinema providers in this part of the world. Witnessing the successful Christie installations worldwide, leading exhibitors are opting for Christie digital cinema solutions — a testimony to the undisputed global quality of Christie products and strong technical support teams.

The Philippines:
The next frontier for digital cinemas explosive growth

The advent of cinema in the Philippines can be traced back to the early days of filmmaking in 1897. Today, it remains undisputed in terms of the highest level of theater admissions in Southeast Asia and is considered as one of the most popular forms of entertainment.

The 21st century has ushered in the rebirth of independent filmmaking through the use of digital technology, and a number of films have once again earned international recognition and prestige.

Christie has forged partnerships with two of the major players in the Philippines, to provide the exceptional movie experiences that digital cinema delivers to the movie-going public.

Arrays Technology, Inc.
A focus on “sight, sound and comfort”

One of Christie’s partners in the Philippines, Arrays Technology, designed, supplied and installed over 400 screens since its founding in 1991. It is known for its focus on “sight, sound and comfort.” Through the guidance of its President, Mr. Rey del Poso, Arrays Technology has pioneered digital cinema in the Philippines, working with the local representatives of Hollywood film distributors to comply with DCI standards.

Digital cinema in the Philippines was born with Array’s first project with Shoemart Cinemas. SM Cinemas is the largest cinema operator in the Philippines; by end of March, they will have a total of 23 digital 3D screens installed by Arrays Technology. In the second quarter of 2010, Arrays will have installed a total of 35 digital cinema screens in the Philippines.

“Our successful digital cinema installations in the Philippines have totally changed the industry,” notes Rey del Poso. “We are glad to work with Christie over the years to develop the local cinema scene. Christie’s quality entertainment solutions have been meeting the stringent requirements of the global as well as the local exhibitors in Philippines.”

A provincial project in Tagbilaran, Bohol, a resort province that is a one-hour ride from Manila, had a total of seven screens and only two exhibitors. Both exhibitors recently installed two Christie CP2000-M systems in each of their cinemas, whereas most Metro Manila exhibitors, located in busy shopping malls, install only one digital cinema system for each location.

Arrays foresees by year’s end that the Philippines will have at least 50 digital screens operating. According to Rey del Poso “Arrays is proud of its solid technical support for digital cinema developed through constant training of our engineers and sharing this expertise with our client base by providing training at no cost to their cinema projectionists and operators in the Philippines.”

As the Philippines embark on their large-scale digital cinema plans, Christie will help drive this growth with the industry-renowned DLP Cinema® projectors that offer unsurpassed brightness, resolution, color reproduction and quality. Christie has already experienced tremendous growth in the region, with an almost 1000% increase in digital cinema installations in just one year.

The ‘Great’ digital cinema conversion of China

Although the first motion picture was introduced to China in 1896, Chinese film reached the world stage with Crouching Tiger, Hidden Dragon when it won an Oscar in 2000. The transition from film to digital projection, which started in 2002, will reach new heights in 2010.

Christie’s digital cinema growth in China gathered momentum after the triumphant performance of a record number of Christie digital projectors at the 2008 Beijing Summer Games ceremonies. After the ceremonies, these projectors were installed by Time Antaeus (TA) Media Tech. Co., Ltd., in TA’s theatres across China as part of the country’s film-to-digital conversion.
Shanghai Film Group selects Christie for second phase D-Cinema roll-out

Shanghai-based United Circuit, a subsidiary of the Shanghai Film Group (SFG) Corporation, purchased 100 Christie DLP Cinema® projectors for its second phase deployment. The Solaria Series projectors will be installed in the circuit’s theaters in China during 2010. The success of SFG’s first phase installment of Christie projectors re-enforced its decision to continue exclusively with Christie.

After a comprehensive industry analysis, United Circuit selected the Christie CP2000 Series cinema projectors to kick-start its digitalization plan. Over the past year, Christie projectors performed superbly and delivered excellent picture quality, while maintaining a low cost of operation. These factors prompted SFG to continue with Christie as their preferred choice.

Xu Xiaoping, general manager for United Circuit, says: “Christie has fulfilled its promise by delivering reliable projectors that provide superior picture quality. This goes hand-in-hand with Christie’s outstanding technical support and services. The company’s technical team is always responsive, ensuring that all digital cinema projectors operate smoothly in our theaters. Our partnership with Christie continues to ensure the quality of China’s digital films.”

“United Circuit plays an important role in China’s cinema market,” says Lin Yu, vice president, Christie, Asia Pacific. “We’re very honored to be chosen again by SFG to work with United Circuit, providing comprehensive support to them and their other Chinese customers, to ensure their smooth transition to digital cinema.”

GoldenDuck Group
Riding the digital wave

For over five years, Christie has worked with Thailand-based partner, GoldenDuck Group, as one of the partners to develop the local cinema scene in the Philippines. A leading cinema systems integrator and consultant, they supply, install, service and maintain high-end visual and audio equipment for D-Cinemas in South East Asia. This regional coverage is made possible through GoldenDuck’s wide network of offices in Singapore, Thailand, Philippines and Vietnam.

In the Philippines, GoldenDuck has installed and maintained a wide range of 35mm cinema chains that includes 14 cinemas and over 60 screens. Currently, they have completed digital cinema installations in seven theatre complexes in the Philippines.

“In the Philippines, consumers are increasingly demanding and seeking out the latest entertainment trends,” comments Christie Lim, business development director, GoldenDuck Group. “In order to meet this evolving need, we are always tapping into opportunities to showcase the latest digital cinema technologies to help the local cinemas keep up with the latest global developments. With the proliferation of digital 3D screens in the Philippines, our exhibitors have seen exceptional growth in their ticket sales, and their audience is enjoying a new level of their movie-going experience. We chose Christie because they are in the forefront of technology as well as their worldwide installed-base. We selected Christie for product reliability and the sound reputation they have in the industry,” Lim added.

All digital installations to date include Christie digital cinema projectors. In each of three Ayala Malls theatre complexes, located in Metro Manila, a suburb of Manila, and in Taguig City, GoldenDuck selected the Christie CP2000-SB digital projectors, along with Dolby servers and Dolby 3D. Both Araneta Gateway Cineplex and Greenhill Promenade installed two Christie CP2000 Series digital projectors for each of their theatres.
CGV, a subsidiary of CJ Group, South Korea’s largest multiplex cinema chain founded in 1996, opened its first multiplex cinema in Seoul in 1998. They currently operate 564 screens at 70 sites nationwide, and opened their most exciting complex, the CGV Young-Deong-Po in Seoul this past winter.

The CGV complex features the Starium theatre, a deluxe auditorium equipped with a giant screen, alongside an Art Hall and Gastro Pub. They installed state-of-the art digital projectors, a powerful sound system and special seats to re-invent movie-going in South Korea. The Starium screen is 43 feet by 103 feet (13m x 31.38m) — about the size of a basketball court — which makes it the largest in the world.

To provide the “larger-than-life” movie-going experience, Christie equipped the theatre with two Christie CP2000-XB digital projectors with special lenses which enable 3D content to be projected in full 2K resolution on two Harkness screens linked together. For the best sound, Starium uses an 11.2-channel stereoscopic sound system for uniform distribution of audio levels in every part of the auditorium. The theatre also features specially designed premium seats with extra legroom.

“In Korea, CJ CGV has one of the best visual and sound systems in their theaters. Now, Starium has become another milestone in global cinema history with the world’s biggest screen. We’re extremely pleased to participate by providing Christie digital cinema projectors, which elevate movie-watching to a brand-new level,” adds Jack Kline, President and COO of Christie Digital Systems.

Something for everyone

CJ CGV has focused on the creation of a multi-culture platform, considered the future of the multiplex, by presenting such concepts as the Art Hall and Gastro Pub.

Live concerts, musicals and traditional plays are presented in the CGV Art Hall. This 500-seat venue also functions as a broadcasting studio for TV programs targeted to a young generation interested in a mix of different cultures and content.

CGV calls their Gastro Pub a “new-style culture space,” featuring performances by live Indie bands and a menu of healthy comfort food, under the catchphrase “Eating, Drinking, Playing.” Well-known Korean Indie bands are scheduled to play their music on a regular basis.

Among the many other innovative features that the new CJ CGV complex offers are: Gold Class — A luxurious and high-quality first-class experience; Cine Shop — A collectors’ shop specializing in selected movie-related products; Ciné Café — A high-end cinema lounge with top-quality food and beverages; Smartplex — “Edutainment” cinema with 3D projection and an interactive system; Star Screen/Sweet Box — Different types of seating, available for a more convenient and comfortable environment; 4D-plex — 4D versions of 2D and 3D movies, with various special effects such as motion, water and scent; and CGV Live — Live sports, live music concerts, magic shows and plays onscreen.

“CJ CGV aims for the world’s best service and facilities. To accomplish our vision, every employee is in harmonious cooperation to create and develop new technology and enhanced service items,” states Joo Hyung Kim, the CEO of CJ CGV.
New Lineo Cinemas upgrades screens across Portugal

The Israeli-based exhibitor, New Lineo Cinemas (NLC), operating in Portugal since 1996, has become one of the country’s leading cinema chains. Marketed under the brand name Cinema City, with 39 screens in Portugal that account for 10% of market share, NLC is planning to open 20 additional screens in Portugal in 2010.

Edecine, a Portuguese company with over 25 years experience in cinema screening solutions, will supply and install the Christie CP2000 series digital projectors. Nine Christie projectors (a mix of CP2000-SB and CP2000-ZX systems) have already been installed in NLC cinema theatres located in Lisbon, Alfragide, Cascais and Leiria, including four 3D screens using the Xpand active glasses system. By the end of 2010, NLC will have approximately 60 Portuguese screens fully equipped with Christie DLP Cinema® projectors, complying with the DCI (Digital Cinema Initiatives) standard.

Conversion to digital projection a natural process

Eyal Edery, managing director of New Lineo Cinemas in Portugal, says “D-Cinema technology has progressively evolved and DCI standards have been gradually approved. We are keenly aware that we have to keep up to date because that’s the future of cinema and there’s no going back. Apart from offering higher quality projection, digital cinema can also show 3D movies, offer alternative content and reduce operating costs in the long-term. That’s why we decided to lead the way in the conversion to D-Cinema in all our screens.”

“We have been working with Christie for many years, distributing its 35mm movie solutions,” explains José M. Charneca, director of Edecine. “When the digital revolution came along, Christie was at the forefront, so our decision to collaborate with the brand was pretty logical,” he adds. “Besides, New Lineo Cinemas had also been working with Christie so they knew the brand well. We encouraged them to install the Christie CP2000 series, because they are the most widely renowned digital projectors internationally. We firmly believe that Christie produces the world’s best projectors.”

Edery added “Christie is our major D-Cinema partner. This was a natural decision, considering the fact that we had already been using Christie 35mm projectors. Today, I can safely state that we are fully satisfied with our decision. Just like its 35mm projectors, Christie’s D-Cinema projectors are totally reliable and user-friendly systems delivering excellent performance. In addition, we have Edecine’s skilled support team installing and servicing equipment.”

According to Edery, movie patrons are the major beneficiaries of the digital transition, which enhances the cinema experience with superior picture quality. “Alternative content is also an added benefit, but like traditional movies, if they are to work properly they should be of optimal quality,” says Edery.

NLC has 54 screens across Israel and plans to add 30 additional screens by 2011. NLC will also open its first digital multiplex in Barcelona, Spain.

“Financing is crucial in this process. We are considering all the possibilities presently available, including self-financing. This process requires huge investment, but we expect costs to be partially defrayed by the contribution of distributors through the VPF (Virtual Print Fee) payment, plus additional income from 3D projection,” Edery concluded.

“We firmly believe that Christie produces the world’s best projectors.”

José M. Charneca
Director
Edecine-Empresa de Cinemas Lda
Independent theatres serve an important niche in the cinema industry by catering to local audiences and providing a connection to their communities. Known for its support and commitment to independent exhibitors, Christie is repeatedly selected by regional and local exhibitors for excellence in customer service, reliability and lowest cost of ownership.

Independent theatres from Wyoming to Pennsylvania to Massachusetts are taking their audiences into the 21st century of entertainment by installing Christie DLP Cinema® projectors to power their screens.

**Movie Palace: Delivering visually exciting movie presentations in Wyoming**

Movie Palace Inc. selected Christie as the exclusive digital cinema provider for its new all-digital Studio City® Stadium 10, a 10-screen multiplex theatre in Casper, Wyoming. It is the second Movie Palace theatre in Casper to install Christie digital projectors. Other Movie Palace locations in Cheyenne and Rock Springs, Wyoming have also been equipped with Christie CP2000 series projectors.

Randy Pryde, president of Movie Palace, said that his theatres “combine the glamour and architecture of mid-century modern theatres with the best digital projection technology and finest sound systems.” Pryde added that Movie Palace plans to install Christie DLP Cinema® projectors throughout all their locations and theatres because “Christie greatly enhances our customers’ movie viewing experience. We chose Christie based on three criteria: reliability, brightness and customer service. Since we built our reputation on presenting high quality images on the screen, we depend on the flawless performance and customer care that Christie products and their staff provides us.”

Andrew Houck, manager of the new Studio City Stadium 10, added “We installed a total of 10 Christie CP2000 series projectors in our new multiplex because they not only project stunning images on the screen, they also deliver the most cost-effective digital solutions in the industry.”

**Community-focused Cinema Centers introduces digital technology to Pennsylvania countryside**

Serving rural areas of Pennsylvania, Cinema Centers installed Christie CP2000-ZX digital projectors with Christie Brilliant3D™ triple flash technology in their multiplex theatres, in time for the premiere of “Avatar” in 3D.

Entrepreneurs Marvin and Doris Troutman opened the first Cinema Centers brand multiplex in 1993. Gina T. DiSanto, CEO of the organization, is part of the second-generation ownership and management along with her parents, sister and brother. DiSanto grew up within the movie theatre business, working at the family owned drive-in during the summers and at a single-screen theatre during the winter.
Today, Cinema Centers features five multiplexes with a total of 55 screens, and one single-screen drive-in theatre. All theatres are within a 2-hour radius and feature between 9 and 12 screens per complex.

“Christie has a first-class reputation, a fabulous support team and a superior product that ensures that our customers always experience the brightest images for 3D showings,” DiSanto said. “We are very excited with the results of our decision and plan to buy more Christie digital projectors in the very near future.”

**Beacon Cinemas brings excitement of the movies back to downtown area**

The installation of Christie DLP® projectors at the new, all-digital Beacon Cinema complex in downtown Pittsfield, Massachusetts generated a lot of enthusiasm throughout the community. The new $23 million complex is built within a restored century-old historic building.

The 850-seat Beacon Cinema spans over three floors, with auditoriums on the first and third floors and projection booths on the first and third floor mezzanines. All six screens are powered exclusively by Christie CP2000-ZX DLP Cinema® projectors, two of which are equipped for 3D presentations.

After several years of rehabilitating the existing structure, Richard Stanley, managing partner of the Beacon Cinema, reported that Beacon’s opening night sold out after premiering with the midnight showing of “The Twilight Saga: New Moon” on all six screens. The 3D showing of “A Christmas Carol” attracted a full house as well, even though the movie had premiered several weeks earlier at competitive theatres.

Gary Engvold, president of Integrity Entertainment Solutions, LLC, an authorized digital cinema reseller for Christie, who supplied all the components necessary for the complete installation, noted “Christie’s proven digital expertise, along with the brightest, highest performance projectors and lowest cost of ownership, make it the projector of choice. And, since 3D is driving market momentum, there is an option for a third Christie 3D projector to be installed.”

Pittsfield’s mayor participated in the ribbon cutting ceremony, which used 35mm film in place of ribbon to signify the theatre’s “cutting of the cord” with old technology and embracing digital cinema. The mayor explained, “The Beacon Cinema complex will become the cultural hub and entertainment center of Berkshire County once again.”

The mixed-use facility incorporates offices, retail space and the all-digital Beacon Cinema.
Georgia Theatre Company targets hundreds of screens for digital roll-out

Christopher projectors installed in time to show Cameron’s “Avatar” in 3D

For over 80 years, 3rd generation family-owned Georgia Theatre Company has specialized in motion picture exhibition. According to Chairman and CEO, Bill Stembler, “From our early roots to becoming one of the top 20 circuits today, we pride ourselves on providing our patrons with the finest facilities, including state-of-the-art digital projection, stadium seating and the best sound systems available.”

The Georgia Theatre Company chain has over 270 screens in 27 locations, including Georgia, Florida, South Carolina and Virginia. As part of Cinedigm’s Phase 2 digital cinema deployment program, Georgia Theatres plans to install over 250 Christie projection systems exclusively throughout their circuit by end of 2010. A total of 67 Christie systems have been installed to date and most were operating ahead of the holiday theatrical releases and the eagerly anticipated James Cameron’s “Avatar” movie in 3D.

“Service and experience with digital equipment installations were two major factors in our selection of Christie digital projectors and Christie Managed Services,” noted Aubrey Stone, president of Georgia Theatre Company. “We tested their units for a year and we were very impressed. The picture on the screen was excellent. Along with their technology and lowest cost of operation, Christie’s track record of installing thousands of screens worldwide was also an important consideration in our decision.”

Stone added, “Christie is the undisputed leader in digital cinema because they fully understand the needs of the exhibitors and how to deliver quality products in the fastest timetable. One of the things that impressed me most is dealing with the people at Christie. Not only are they professional, but also they are a pleasure to work with. The speed with which we’ve been able to bring the systems online is a tribute to Christie’s commitment to first-rate customer service and support.”

A valuable partner for complex technical solutions

From systems design to on-site installation of systems, customers across the country depend on Christie Managed Services to deploy support services in real time so they can operate successfully. From the Network Operating Center, Christie Managed Services assists Georgia Theatre Company 24/7/365. Along with operator training, remote monitoring, configuration management, critical inventory logistics support, local field service support, and system performance reporting, Christie solves technical issues quickly and efficiently. “Their expertise, exceptional response time and reputation for excellent customer service make them a natural partner for us,” adds Stone.
Christie awes audiences with new MicroTiles™ display technology

Bringing the next era to AV presentations and content development

With leading expertise in professional digital media display systems since the 1970s, Christie took digital display technology to a new level and generated a wave of excitement throughout the digital signage world with the launch of Christie® MicroTiles™. At a debut in front of 350 guests in New York City in December, Christie featured a display wall with a room-wide, six-high array of MicroTiles that demonstrated their interactive functionality.

These modular digital display tiles are built on proven DLP® and LED technology, and can be stacked and arranged like building blocks to create display walls of any shape or size. Designed with a new advanced optical design, the result is unparalleled levels of brightness, contrast, and color reproduction.

Robert Smead, vice president, Multimedia Technologies, Dimensional Communications, Inc. noted that “now we can do things with video that we couldn’t do before.”

Creating an almost seamless digital canvas

Specially constructed to produce the best image quality in high-ambient light environments, MicroTiles can work virtually anywhere there is power. With their modular flexibility, MicroTiles can be used to create large visual displays for architectural installations, out-of-home advertising, event centers, command and control video walls, and event production. “MicroTiles represent a distinct revolution in display technology, that allows users to create their own digital canvas or digital wallpaper,” said Bob Rushby, the co-inventor and chief technology officer at Christie.” Assemble the tiles any way you like, take them apart and re-assemble them in a new configuration, and they ‘recognize’ each other every time and adjust the image automatically,” he added.

MicroTiles have generated a great deal of public interest and recently sparked more excitement at Amsterdam’s Installation Systems Europe (ISE) 2010 fair in February. Christie featured a single row of horizontal MicroTiles placed above the stand, and Christie gave a dynamic presentation showing how MicroTiles were developed and how they could be used.

Giselle Vogel, vice-president at Video Film Systems in Philadelphia, PA used MicroTiles for “The Colbert Report,” a Comedy Central cable show. Vogel says, “MicroTiles are so cool, so vibrant, so flexible, and they are cost effective, re-usable and easily maintained.”

“IT will entirely revolutionize the market.”

Brock McGinnis
CTS
Westbury National Show Systems

With a screen size of 16" wide x 12" high (408mm x 306mm), and a depth of 10" (260mm), Christie MicroTiles can be joined together, with only a 1mm gap between each unit and can be easily serviced from the front. Users can assemble the displays in ways that were previously impossible. There is no limit to the number of tiles that can be in a display.
Christie Solaria™ Series

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Christie is first line of projectors to be 4K-upgradeable

Vince Butler, manager of CLACO Equipment and Service Inc., a specialist in new cinema installations, upgrades, and maintenance of both the projection booth and auditoriums, observed, “The need for 4K is still a while down the road. Some screens are being upgraded to 4K now simply for their ‘marquee value.’ In order to remain competitive, exhibitors have to be proactive when deciding which projector to buy today, and upgradeability to the right 4K technology is important. The main advantage of Christie DLP® 4K vs. LCOS 4K is its light output capabilities. The DLP® chip can handle the heat build-up better. LCOS technology does not allow for extreme heat to be dissipated, and this can affect the light output in larger venues.”

Butler noted that he has two installations coming up where the customers specifically waited an extra few months for the Christie Solaria Series projectors, because they are the first projectors that will be 4K upgradeable.

THE ONLY LIGHT SOURCE WITH COMPARABLE RELIABILITY

Proven to offer unsurpassed reliability, Christie Xenolite® lamps deliver an extraordinary 99.999% in-theater uptime. With no margin for error, the show must always go on and our lamps are integral to that promise. Maximize your investment – choose Christie. If you want your name in lights, light the show with Christie Xenolite®.

CHRISTIE XENOLITE® LAMPS. 99.999% UPTIME. PROVEN.