

# Application Story

## Film Festivals choose Christie



VISA Screening Room at the 2010 Toronto International Film Festival

## Christie plays dominant role at Toronto International Film Festival

Since its founding in 1976, The Toronto International Film Festival® (TIFF) has gained a global reputation as a launching pad for the best international, Hollywood and Canadian cinema. Its exceptional record for nurturing major new talent has helped it gain worldwide acclaim as one of the most important film festivals. From a modest audience of 35,000 in its first year, attendance has grown to more than half a million, with a program this year that included 1,285 screenings of 335 titles from 64 countries around the world. Nearly half of all titles were screened digitally.

### Christie celebrates 10th year of sponsorship

Christie's new generation Solaria™ Series 4K-ready projectors screened a record number of digital titles at TIFF in September 2010. A projection sponsor for TIFF for 10 years, Christie projectors showcased the new generation of filmmakers as digital technology gains increasing popularity in the cinema industry.

"We have had a significant increase in the demand for digital screenings," said Andrei Gravelle, technical manager, TIFF. "Meanwhile, 3D is also beginning to make its presence felt. One of the titles this year is the highly anticipated, groundbreaking 3D documentary, 'Cave of Forgotten Dreams.' Werner Herzog took custom-designed 3D cameras to look at 30,000-year-old cave artwork at Chauvet in France, and the results were a visual triumph. The film is already winning over a whole new demographic to the possibilities of 3D."

### Customers:

- Toronto International Film Festival
- Cannes International Film Festival
- San Sebastian Film Festival
- Malaga Spanish Film Festival

### Locations:

- Canada
- Spain
- France

### Industry/Market:

Cinema

### Partners:

- XDC
- Kelonik

### Requirements:

- Digital cinema projection
- Ability to show 2D and 3D content
- Compliant with the DCI (Digital Cinema Initiatives) specification

### Summary:

International Film Festivals have been making the move to digital cinema projectors, and they're choosing Christie as their supplier of choice.

### Products:

- Christie Solaria™ Series projectors

### Results:

Fully compliant with DCI specifications, the Christie Solaria Series of digital cinema projectors provide brilliant, 2D and 3D images on the screens of film festivals worldwide. Christie Brilliant3D™ technology improves brightness while keeping operating costs to a minimum.

"Christie has been instrumental in ensuring we are able to meet the growing demand for the sharp, vivid images that are the hallmark of digital technology."

*Diane Cappelletto Director of Production TIFF*

#### **Substantial expansion at TIFF**

A major development at TIFF was the grand opening in September of its new home at the TIFF Bell Lightbox. Widely expected to become a cultural anchor in the city, it is a modern, five-story complex in the heart of downtown Toronto. Glass panels along the building's upper surfaces catch the shadows of people moving inside, creating a cinematic dimension to the view. This site features a total of six Christie digital cinema projectors, with three theaters using the Christie CP2230, the top-of-the-line model from the Solaria Series. "TIFF has become a true cultural phenomenon, offering a world stage to some of Canada's most original and innovative films, while also embracing and showcasing international films," said Diane Cappelletto, TIFF's director of production. "With the digital cinema revolution in full swing around the world, Christie has been instrumental in ensuring we are able to meet the growing demand for the sharp, vivid images that are the hallmark of digital technology.

"It's an honor to be part of the outstanding tradition of innovation and creative vision that is TIFF," said Gerry Remers, president and COO, Christie Canada, Inc. "As the recognized leader in digital cinema technology, Christie is pleased to provide our expertise and superior projection solutions to help TIFF introduce brilliant and memorable films to a global audience."



*Bell Lightbox at TIFF 2010*



*Over half of the theatres used for the Cannes International Film Festival were equipped with Christie Solaria Series digital projectors*

#### **63rd Festival de Cannes selects Christie 4th year in a row**

With a vote of confidence in its projectors from the Cannes International Film Festival, Christie continues to lead the way as the most cutting-edge technology brand for 2D and 3D digital projection.

#### **22 theatres digitally equipped this year: a record in the Festival's history**

As technical partner, Christie supplied their new DLP Cinema® 4K-ready Solaria Series digital projectors for the screening of major works throughout the Festival. Of the 22 digitally equipped theatres that the Festival utilized for the official lineup, half of them were equipped with the new Solaria Series Christie CP2220 and the CP2230 digital projectors. On opening night, the premiere of Ridley Scott's "Robin Hood," was screened on a Christie CP2230 digital projector. Fully compliant with Digital Cinema Initiatives (DCI) specifications, the Christie Solaria Series — featuring Christie Brilliant3D™ technology with an output of 32,000 ANSI lumens — provided the brightest images on the screens. "For the fourth year in a row, it is a huge privilege to see our digital projectors playing such a critical role in this key event in international cinema", said Christie EMEA Vice President, Dale Miller. "A pioneer in the industry for more than 80 years, Christie is again making available its expertise and experience to the world of cinema."

Miller noted, "After three successful years alongside our partner XDC, we have signed a new 3-year agreement with the Cannes Film Festival. This agreement covers the provision of technical and logistical aspects of 2D and 3D digital projection and is proof of the trust and respect that cinema professionals have for Christie."

This agreement comes into effect at a time when France is swiftly switching to digital. As of April 2010, there were at least 1000 digitally equipped theatres, representing nearly 20% of all screens in use. 75% of these 1000 theatres are now able to show 3D content.

## San Sebastian Film Festival ushered in the 3D digital era in Spain

Held for the first time on September 21, 1953, the San Sebastian Film Festival (SSFF) is the foremost film festival in Spain and in the whole Spanish-speaking world, and one of Europe's longest-running and most prestigious film events. The SSFF is also one of Spain's most eagerly awaited and widely reported annual cultural events.

Christie has been involved with SSFF for over eight years. We were the official supplier of digital projection systems for last year's 57th festival, the first year that they used digital cinema projectors that met Digital Cinema Initiatives (DCI) standards. It was also their first screening of 3D films, shown to audiences of over 3,000 spectators.

The 58th film festival, that took place in September 2010, presented over 200 films from 46 countries and hosted over 165,000 attendees. The two 3D movies shown on a giant screen measuring over 1,300 sq ft (400m<sup>2</sup>) at the Antonio Elorza Velodrome theater were Universal's first 3D animated film, "Despicable Me," and the world release of the Spanish digital 3D animated film "Holy Night!".



Universal's first 3D animated film "Despicable Me"



Spain's first digital 3D animated film "Holy Night!"



### Christie projectors take center stage

"Christie's groundbreaking DLP Cinema® projectors helped us fulfill our dream of turning the Velodrome into Europe's biggest 3D theater," said Ricardo Aldarondo, from the SSFF committee. "The Festival wanted to demonstrate its commitment to this format and ensure maximum quality and spectacle. Digital projection significantly enhanced the movie-going experience by giving the audience a real added extra." Kelonik, a service company working since 1975, is a leader in Spain for 35mm, digital cinema and 3D installations. Kelonik equipped the festival's various screening theaters with four Christie CP2000 DLP Cinema® projectors, each one chosen individually to guarantee the highest quality of projection to match the specific features of each venue. "Kelonik decided to use Christie projectors in the festival's theaters because of our experience working with their proven quality and reliability, and backed by Christie's world leadership in digital projection," said Tomás Naranjo, general manager of Kelonik.

The Christie CP2000-ZX and CP2000-SB projectors chosen by SSFF use Christie Brilliant3D™, a technology improving brightness while keeping operating costs to a minimum thanks to their unique lens system proving ideal for 3D projections. "It is an enormous privilege for us to see our digital projectors playing a key role in such an important event as this," claimed Richard Nye, Christie's EMEA senior market development manager for cinema, before going on to say, "We are particularly delighted with the organizers' decision to opt for 3D in a venue as spectacular as the Velodrome."

## Christie Solaria Series makes its debut at the Malaga Spanish Film Festival

The Malaga Spanish Film Festival (FMCE) has been one of Spain's most outstanding cinema events since it was first held in 1998. In its founding mandate, the festival board set one single goal: to promote and popularize Spanish cinema. Apart from screening major premieres of Spanish films, there are honorary prizes and awards for the best movies of the year. This year 11 feature films were viewed in the festival's official category.

Over the years, the festival had been using various Christie projector models for digital and HD screenings. This year, the FMCE, Spain's national showcase for features, documentaries and shorts, went one step further and purchased a DLP Cinema® projector compliant with Digital Cinema Initiatives (DCI) specifications. The Festival called on the expertise of Kelonik, Christie's partner in Spain, who decided to install the Christie 4K-ready CP2220 digital projector for the Festival's 2010 digital and 3D screenings.

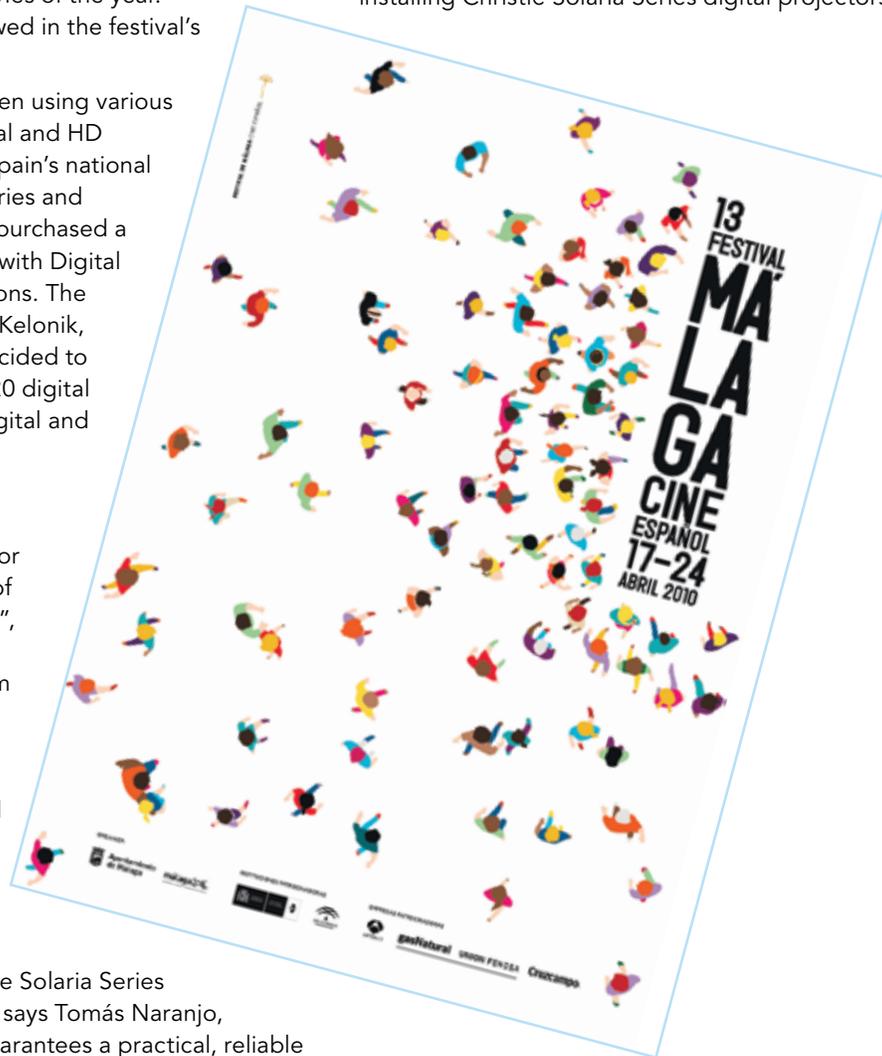
### *Festival has always counted on Christie's whole-hearted support*

"Christie has been supporting us for the last three years, further proof of its commitment to Spanish cinema", claimed Franjo Parejo, executive director of the Malaga Spanish Film Festival. "So, when we decided to purchase our first digital projector, Christie was obviously our first choice. The warranties, quality and superb technical support that Christie offers are unmatched by any other manufacturer," he noted.

"We are convinced that the Christie Solaria Series is the right choice for the festival," says Tomás Naranjo, general manager of Kelonik. "It guarantees a practical, reliable and cost-effective solution producing more light with less power. I'd also underscore its fully upgradable capability to 4K technology, giving exhibitors the possibility of an even broader

variety of projectors to meet the demands of an ever-changing market," he went on to explain.

The Christie CP2220 projector was installed in Screen 1 at Cines Albéniz, along with the MasterImage 3D cinema system and Doremi server. The four-screen Cines Albéniz, with a capacity for 350 people, opened its doors for the first time in 1945, and has hosted many major premieres. It is one of the main headquarters of the Malaga Film Festival. There are plans to adapt the three remaining screens to digital cinema in the next few years, installing Christie Solaria Series digital projectors.



### Contact Christie

Contact us today at [sales-us@christiedigital.com](mailto:sales-us@christiedigital.com) to find out how you can benefit from Christie digital cinema projectors.

Photos by WireImage for the Toronto International Film Festival®.

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For the most current specification information, please visit [www.christiedigital.com](http://www.christiedigital.com)

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