

Cinemas Guzzo

Case study



▲ Guzzo wanted to expand the 3D cinematic experience beyond the screen and into the theater lobby.

“An experience”

As audiences enter the theater lobby at Les Cinemas Guzzo's Mega Plex Marché Central 18 in Montreal, they are greeted by two stunning Christie® MicroTiles® arrays — one configured in a 6-unit high by 11-unit wide archway, and the other centered just past the archway in a 3-unit wide by 6-unit high array. Displaying creative content by Arsenal Media and installed by integrator Genesis Integration, Inc., management says the displays are “literally stopping moviegoers in their tracks.” Long enough to smell — and buy — the popcorn!

Les Cinémas Guzzo (“Guzzo”) is one of Canada's leading independent chains and the largest privately owned cinema chain in Quebec, with more than 151 screens in 12 theater complexes. In November 2011, Les Cinémas Guzzo (“Guzzo”) announced that all its screens, support and services were being converted to digital with Christie. The contract includes Christie Managed Services supporting the sourcing, integrating and

validating the hardware that enables Christie Managed Services to remotely monitor and manage the signage.

In line with these extensive upgrades, Cinemas Guzzo wanted to expand the 3D cinematic experience beyond the screen and into the theater lobby in order to capture customers' attention before they even enter the auditorium. They were also looking for more “show-stopping” in-lobby digital signage that was engaging, entertaining and memorable while serving as an additional revenue generator. The challenge was finding a solution that worked flawlessly within the desired configurations and in the available space while creating the effect Guzzo was looking for — keeping audiences in the theater longer and thus generating additional revenue through the sale of movie tickets and concession items.

According to J.P. Berardini, branch manager, Genesis Integration, Inc., the company that

Customer:

Cinemas Guzzo

Location:

Montreal, QC, Canada

Industry/Market:

Cinema

Partners:

- Arsenal Media
- Genesis Integration, Inc.

Requirements:

- “3-D like experience”
- Bright, crisp, sharp images
- Versatility
- Flexibility of content
- Reliable performance
- Low cost/easy maintenance

Summary:

Cinemas Guzzo wanted to create a 3D-like experience in the theater lobby at Cinemas Guzzo's Mega Plex Marché Central 18 that would really stand out. With high brightness and flexibility of shape and content, the two stunning Christie MicroTiles arrays proved to be the perfect fit.

Products:

- Christie MicroTiles
- CP2000ZX
- CP2000-SB
- CP2210
- CP2220
- CP2230
- Christie Managed Services

Results:

Two Christie MicroTiles arrays are “stopping moviegoers in their tracks” when they walk into the Cinemas Guzzo theater lobby and creating a unique experience for the moviegoing audience. The Christie MicroTiles displays advertise the Guzzo brand and previews upcoming features.

Seamless images / exceptional results

provided consultation for the construction and electrical work necessary, and the actual installation and calibration of the Christie® MicroTiles®. “Guzzo wanted an archway because they want moviegoers to feel like they are walking into ‘an experience,’ not just a movie theater. Genesis helped create a 3D-like experience with both the archway and the interior array and it works because of the [Christie] MicroTiles.”

“I saw them for the first time at CinemaCon 2011 and I had never seen something so bright, crisp and sharp — and those are the most important things for me,” said Vincenzo Guzzo, executive vice president, Cinemas Guzzo. “The Christie MicroTiles, out of all comparable products, are probably the best because not only are they so bright and crisp, they can be built into irregular shapes and deliver a practically seamless image.”

For visually appealing displays, Christie MicroTiles offer high brightness, high-resolution technology that captivates audiences with lifelike, vibrant colors. Combining the strengths of both DLP® and LED technology, Christie MicroTiles can reproduce 115 percent of the NTSC color gamut and exceed standard LCD flat panel color output by more than 50 percent. Christie MicroTiles automatically self-calibrate for color and brightness with built-in sensors monitoring each LED’s performance. Throughout the life of the display, each tile detects its neighbor and adjusts its image to optimize the overall presentation.

For Guzzo, the results are two eye-catching displays drawing audiences into the theater itself with alluring content. Arsenal Media, who specialize in digital content creation and concept development with Christie MicroTiles, produced the Guzzo branded content. Once customers walk under the first

Christie MicroTiles arch, the interior Christie MicroTiles wall greets them with a large movie poster and movie trailers playing inside the poster.

Vincenzo Guzzo was immediately impressed with moviegoers’ responses to Christie MicroTiles.

“Arsenal Media produced some very interesting and complex content that runs on the [Christie] MicroTiles. Everyone loves them and the [Christie] MicroTiles make many people just stop and take a minute to look at the whole display. Once they walk through the arch, they stop and stare again at the movie trailers playing inside the movie poster.”

According to Angela Tanzi, vice president of operations, Arsenal Media, Christie MicroTiles were the ideal solution.

“This installation is a perfect fit from both a shape and strategic perspective,” she said. “We supported the configuration concept by leveraging shape and creating content that generated a very impactful point of focus for the arch. When customers enter the theater, they recognize right away that they’re up for an enhanced visual and cinematic experience.”

Contact Christie

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



▲ The Christie MicroTiles get people to stop and look at the whole display.



▲ Eyecatching displays draw audiences into the theater.

Photo credits: Arsenal Media

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