

# Les Cinémas Ciné Entreprises

## Case study



▲ The lobby of the Cinéma Elysée invites visitors to leave their everyday world behind them.

## A world of possibilities

Digital cinema was coming, replacing 35mm film completely. Conversion to digital was a must for the cinema industry. Les Cinémas Ciné Entreprise, Quebec's leading independent movie chain with six cinemas and 44 screens understood the situation and became an early adopter of digital cinema technology.

Their first digital cinema show was in February 2010 with a screening of "My Bloody Valentine" using a Christie® CP2230 projector.

While Raffaele Papalia, president and CEO of Les Cinémas Ciné Entreprise, immediately recognized the need to convert to digital cinema and the consequences of not making the move, even he was surprised by the many benefits and possibilities that digital cinema brought to his business.

Papalia comments that "The colors and images of a good 35mm film are extraordinary. But after the first showing the scratches start and with each successive

viewing there are more scratches. The film deteriorates with each use. That doesn't happen with digital projection. The 100th showing is as great as the first."

"I bought a Solaria™ 4K projector so I could show high frame rate (HFR) movies. "The Hobbit" is coming out in HFR but only in selected markets. I hope we're one of the markets! I predict that HFR will just keep getting faster and better."

**Raffaele Papalia**  
President and CEO  
Les Cinémas Ciné Entreprise

But it's the possibilities that digital brings to exhibitors that really excites Papalia.

Ciné Entreprise is a pioneer of alternative content exhibits. Papalia records and produces his own content. But with digital cinema technology there's more alternative content available than ever — everything

### Customer:

Les Cinémas Ciné Entreprise (Ciné Entreprise)

### Location:

Montreal, QC, Canada

### Industry/market:

Cinema

### Requirements:

- Digital cinema
- Amazing picture quality
- 3D capabilities
- 4K projection
- High frame rate capabilities
- Reliable performance

### Summary:

With the film industry's imminent move from film to digital cinema, Les Cinémas Ciné Entreprise had to convert its chain of theaters to digital cinema. The ease of the conversion and the many benefits of digital cinema have been a delightful surprise.

### Products:

- Christie Solaria Series projectors
  - CP2230
  - CP4200

### Results:

With their 44 screens now converted to digital cinema, Raffaele Papalia, president and CEO of Les Cinémas Ciné Entreprise, is excited about the many new viewing possibilities that digital cinema offers audiences.

from recordings from the Metropolitan Opera, ballets, concerts, sporting events, and even gaming.

Because it's so easy to show content using digital technology, theater owners can offer their auditoriums for corporate events. "It's as easy as walking in with a laptop, hooking it up to the projector and showing the content on a 60-foot screen," Papalia notes and then laughingly continues "My teenage ushers now know how to make movie play lists for projection better than anyone else. They are so computer savvy — they said it's like making a playlist on their iPod. I don't have to train projectionists anymore. The kids can just take right over."

Digital cinema technology has resurrected 3D movies, which are an old concept. "As an owner of theaters I have to make sure my customers get a WOW experience, which digital does. Near the end of a 35mm film's lifetime, my customers were getting the same quality experience they could get at home. Digital images and sound, plus the new digital projectors with 3D showing movies conceived and produced and projected in 3D, are amazing. There's nothing but a feel-good attitude walking out of the theater after that. And it can't be reproduced anywhere else."

Papalia is especially enthusiastic about the newly-emerging high frame rate (HFR) technology. HFR movies record and play visuals at twice or more the rate of what's seen in today's cinemas, meaning less flicker, motion blur and stuttered movement. The improvements to 3D movies are particularly dramatic and create ultra-realistic movie-going experiences.

"I bought a Solaria® 4K projector so I could show HFR movies. "The Hobbit" is coming

out in HFR but only in selected markets. I hope we're one of the markets! I predict that HFR will just keep getting faster and better." Papalia enthuses.

Ciné Entreprises' last screen went digital August 20, 2012. The ease of using digital technology was matched by Papalia's easy conversion experience. "It was all a lot simpler than I thought it would be. There were no real challenges with converting. It was just a case of taking out the old and plugging in the new projector and server and off we went." Papalia comments, then quickly adds "Christie® did make my conversion a lot easier and simple because they gave great support whenever I was in doubt and feeling insecure and in danger of running around in circles."

With a world of new cinema possibilities ahead of him, Papalia needs to be sure his theaters will be up and running. He's planning on purchasing Christie Managed Services remote monitoring service. Through this service, Christie's Network Operations Center will remotely monitor and maintain his digital cinema system and provide preventive care, status reporting, software upgrades and troubleshooting.

Papalia concludes by noting "I love that Christie is a Canadian company. I can get support close by and we're neighbors — with no border crossings."

#### Contact Christie

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



▲ Cinémas Ciné Entreprise is Quebec's leading independent movie chain.



Photo credits: Les Cinémas Ciné Entreprise

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