

# Seattle Cinerama Theatre



▲ Clockwise from top: In addition to the technology upgrades, the Cinerama received a new mural on the exterior; the dual heads of the Christie 6P RGB laser projection system at Cinerama; Christie Dolby 3D glasses.

## Cinerama shines bright with Christie 6P laser projector

“At Vulcan, we’ve always been charged with looking for the most innovative technologies when approaching projects,” says Ryan Hufford, Senior Systems Engineer at Vulcan Inc.

So when the investment company, headed by Microsoft® co-founder Paul Allen, set-out to upgrade Cinerama, an iconic Seattle movie theatre, with state-of-the-art projection, audio, seating and concessions, the decision was made to install the world’s first commercial 4K 3D laser projector, a Christie® 6P RGB laser system.

“When we first heard about the Christie 6P system, it was pretty clear this was something very different from other digital cinema systems on the market,” remarks Hufford. “It was very attractive for what we’re trying to do here at Cinerama, which is

to present the best technology and have the best overall presentation possible.”

### Christie 6P RGB laser projection system

The Christie 6P is the most advanced, brightest and efficient RGB laser projection system available. Featuring an innovative remote, dual-head architecture and a scalable laser light source, the Christie 6P achieves DCI-specified brightness and color in both 2D and 3D presentations.

### A Seattle icon

Built in 1963, the Seattle Cinerama Theatre is a landmark venue with a history of demonstrating the latest in cinematic technological achievements. After falling into disrepair in the mid-90s, the theatre was purchased by Allen, who endeavored

Customer:  
Vulcan Inc.

Location:  
Seattle, WA

Industry/Market:  
Premium cinema

Requirements:  
• High-fidelity 3D  
• High-brightness projection

Summary:  
Charged with pushing the boundaries of cinematic experiences, the Seattle Cinerama Theatre employed a state-of-the-art Christie 6P RGB laser projection system as part of an extensive upgrade to the iconic theatre.

Products:  
• Christie 6P RGB laser projector

Results:  
As the location for world’s first installation of a commercial 4K 3D laser projection system, the Seattle Cinerama Theatre boasts the most advanced projection system currently available. Bright and efficient, the Christie 6P RGB laser projector achieves DCI-specified brightness and color in both 2D and 3D presentations.



▲ High-brightness 3D is just one of the benefits of the Christie 6P laser projection system.

to transform the single-screen theatre into a modern marvel.

### 3D brightness

“This is the highest fidelity 3D system out there,” says Hufford, “it’s the optical pathway, there’s no polarization, there’s no color wheel. The only thing in the optical path in this system is the 3D glasses. So your 3D efficiency is much greater, actually, it’s much greater than we thought it was when we were specifying the system.”

This efficient system design, coupled with a dual-head architecture and scalable laser light source, results in unprecedented brightness levels. “Because the 3D efficiency is so great, you get a lot more brightness,” remarks Hufford, “so the quality of the 3D image is really good.”

This setup also means that the Christie 6P reduces the negative effects often associated with 3D screenings. “There’s no fatigue or eye strain that you get with

traditional 3D, it’s just a much better 3D experience,” says Hufford

### Matte white screen

Another benefit of installing the Christie 6P systems is that it performs best on a matte white screen. Movie theaters traditionally use a silver screen, which is much more costly and produces unwanted bright spots.

“I think the biggest thing that the system really brings to the table is the ability to use a matte white screen because you have so much brightness on tap, you can really illuminate the screen much better than you can with any other system,” says Hufford, while adding: “You get the same illumination across the entire face of the screen. Anywhere you sit in the theatre, from down front to the back and into the corners, you get a great picture wherever you are.”

### The complete experience

The overall upgrade of Cinerama also includes a new Dolby Atmos® audio

system, larger seats with more leg room and increased concession stand offerings, including craft beer, wine and local food options. All these aspects add up to a premium experience for the moviegoer.

“What Cinerama is all about is maximizing your movie going experience,” says Hufford, “presenting the highest quality picture, the highest quality sound, a comfortable environment with great food and beverages.”

“People are just tremendously excited. I think that with everything we’ve done here this year, people that have not been to Cinerama before will be very impressed and will want to continue to come back here to see films.”

### Contact Christie

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