

SM Cinema

Case study



▲ Christie Vive Audio speakers lay the foundation for the Dolby Atmos immersive audio experience.

Christie 6P and Vive Audio bring movies to life in the Philippines

Watching movies has always been a popular activity. Be it a date night, a family outing or simply meeting-up with friends, catching the latest blockbuster movie is common among the young and old.

Using the latest technology and infrastructure, catching a movie at the cinema brings a whole new experience to movie watching. You can almost immerse yourself in the scenes and storylines through the visual and audio capabilities of today's latest cinematic formats.

SM Cinema, a subsidiary of SM Lifestyle Entertainment Incorporated and the largest movie theater operator in the Philippines has invested heavily in its own theaters in order to create a more compelling movie-going experience.

SM Cinema has deployed Christie's revolutionary 6-Primary (6P) dual-head laser projection system to expand its laser projection footprint in the Philippines. With this, SM Cinema has a total of six Christie® Solaria CP42LH 3DLP® 4K RGB laser projectors in its possession, making it the cinema operator with the largest fleet of Christie 6P laser projectors in Asia.

"We are convinced that Christie's 6P laser projection system is the best and most advanced laser projection system on the market."

Edgar C. Tejerero, President
SM Lifestyle Entertainment Incorporated.

To showcase its commitment to quality, SM Cinema also recently installed Southeast Asia's first Christie 6P laser projection system in its latest cinema

Customer:
SM Cinema

Location:
Manila, Philippines

Industry/Market:
Cinema

Partners:
Arraytech Digital Systems

Requirements:

- High-brightness, 4K resolution RGB laser projection
- 3D capabilities
- Reliable performance
- Immersive cinema audio

Summary:
SM Cinema has deployed Christie's revolutionary 6-Primary (6P) dual-head laser projection system and a Christie Vive Audio solution to improve the movie-going experience in the Philippines.

Products:

- Christie Solaria CP42LH
- Christie Vive Audio

Results:
By selecting Christie for its next-generation cinema projection and audio technologies, SM Cinema has become a top destination for entertainment.

complex located in SM Seaside City Cebu. A premium large format (PLF) theater, it is equipped with a giant screen that is 30% bigger than standard cinemas, complemented by more than 350 luxury seats.

“We are convinced that Christie’s 6P laser projection system is the best and most advanced laser projection system on the market,” said Edgar C. Tejerero, President, SM Lifestyle Entertainment Incorporated. He also added “Our imminent deployment of Christie 6P laser projector systems will provide the ultimate visuals and movie-viewing experience to our movie-goers and elevate SM Cinema to become one of the most cutting-edge cinema chains in the world.”

Not only did SM Cinema upgrade its fleet of projectors, but they also chose Christie Vive Audio™ to improve the audio experience.

Utilizing ribbon driver technology, Christie Vive Audio provides a hyper-accurate audio experience and unlocks the full dynamic range of the DCI digital cinema audio.

Being configured to meet Dolby® Atmos™ requirements can only mean that moviegoers are treated to a highly immersive cinema experience that delivers exceptional power and performance.

These five newly acquired laser projection systems will be installed by Christie’s valued partner, Arraystech Digital Systems, Inc. Besides the newest addition

to Cebu, the Christie 6P laser projection system will also be deployed in PLF auditoriums located at other malls in the Philippines such as SM Megamall in Metro Manila, SM Mall of Asia in Pasay and SM City North EDSA in Quezon City.

Aaron Del Poso, Vice President, Arraystech Digital Systems, enthused, “Being able to install Christie’s 6P laser projection system with Christie’s technical team has been very exciting as we observed first-hand how 3D light levels, color fidelity, image uniformity, viewing comfort and a sense of immersion had been vastly improved to deliver absolutely stunning visuals.”

Prior to this engagement, Arraystech Digital Systems has also worked closely with Christie’s technical team on the installation in Cebu and the deepened understanding and trust have led to them clinching the chance to work on SM Cinema’s new acquisitions too.

Christie’s 6P laser projection system is no stranger to the cinema industry. Since its rollout last year, it has become the preferred choice for a premium 3D cinema experience in a number of cinema chains around the world.

In Asia, theaters equipped with Christie laser projection technology include Tongzhou Wanda Cinema in Beijing, the iconic Shanghai Film Art Center, and Korea’s CGV Starium in Seoul.

Lin Yu, Vice President, Christie Asia Pacific, commented, “We are very



▲ Christie’s 6P RGB laser projection system lights up SM Cinema’s large format screen with bright 4K visuals.

honored that SM Cinema has selected Christie for its next-generation cinema projection and audio technologies and I am confident that SM Cinema will become a top destination for entertainment. I’m confident that our 6P laser cinema projectors will provide SM Cinema’s large screen format auditoriums with the best performance, reliability, scalability and upgradability both now and in the future.”

Movie goers in the Philippines can now anticipate a mesmerizing experience on the latest upcoming blockbuster movies and perhaps more thronging to the cinemas as part of their social activity.

Contact Christie

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

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