

Taichung Showtime Cinemas

Case study



▲ Showtime Cinemas in Taichung, Taiwan recently went all-Christie with a full complement of Christie cinema projectors and Christie Vive Audio sounds systems.

All-Christie cinema features Taiwan's first RGB pure laser projector

An all-Christie cinema complex featuring Christie® RGB pure laser projection and Christie Vive Audio™ has opened in Taichung, Taiwan, the island state's third largest metropolis. Operated by Christie partner Showtime Cinemas, this 17-screen complex serves some 2,700 cinema-goers, providing them with an exciting, true-to-life movie experience.

"Taiwanese love going to the movies," says Willy Liao, General Manager, Showtime Cinemas, "and our mission is to delight our audiences with the finest cinema experience available."

According to Liao, this is why Showtime Cinemas chose Christie cinema projection and audio equipment for the flagship Taichung complex.

"Showtime Cinemas' guiding philosophy is to provide our audiences with the absolute best night out at the movies" says Liao. "We have the budget and we have this awesome, large-scale, high standard cinema. Why not bring the best quality in terms of projection?"

Showtime Cinemas did their research and quickly realized that laser projection is today's gold standard and will become the mainstream choice in the near future.

"We talked with Christie, as the leading audiovisual experts, and found their RGB pure laser projection system offers the best quality in the world," says Liao. "The brightness, image quality and stability are exactly what we needed to equip our new Taichung Showtime Cinemas location. Pure laser is the future of cinema technology, and

Customer:
Taichung Showtime Cinemas

Location:
Taichung, Taiwan

Industry/Market:
Cinema

Partners:
Dacoms Technology

Requirements:
Driven to provide moviegoers with the highest quality cinematic presentation possible, Showtime Cinemas demanded the most advanced projection and audio system available to be installed in its flagship cinema located in Taichung City.

Summary:
With help from integrator Dacoms Technology, Showtime Cinemas outfitted its Taichung City location with a complement of Christie cinema projectors and Vive Audio sound systems. For its giant screen auditorium, a CP42LH RGB pure laser projector was installed.

Products:

- Christie Freedom CP42LH
- Christie CP2215
- Christie CP2220
- Christie CP2230
- Christie Vive Audio
- LA4 line array loudspeaker
- LA3S line array surround loudspeaker
- Christie S115 subwoofer
- Christie S215 subwoofer
- Christie S218 subwoofer
- Christie CDA3 power amplifier
- Christie CDA5 power amplifier

we are proud and excited to be the laser projection pioneers in Taiwan."

The installation was carried out by Christie's longstanding partner, Dacom Technology, with support from Showtime and Christie's technical teams. Installed was a Christie CP42LH 3DLP® 4K RGB pure laser projector into its premium, giant screen, 340 seat auditorium. Capable of generating 45,000 lumens of white light, the CP42LH offers a spectacular 2D and 3D viewing experiences. The remaining 16 halls are equipped with Christie CP2215, CP2220, and CP2230 cinema projectors.

The same discerning approach guided Liao's choice of sound systems for the complex.

"When Christie Vive Audio came out in the market, we found that it was a really interesting system" says Liao. "We realized that it is something very different from the conventional cinema sound systems. Not only does it give you very clear sound, the entire experience is very different." Utilizing efficient ribbon driver technology and a unique parabolic line array design in a single compact cabinet, Vive Audio provides exceptionally even coverage throughout every theatre.

Vive Audio LA Series line array and surround speakers were chosen along with S Series subwoofers and CDA Series amplifiers for an accurate audio experience designed to reproduce the full dynamic range of DCI digital cinema audio and supports leading formats such as Dolby Atmos® 7.1 and 5.1 surround sound. This installation marked the 400th Christie Vive Audio cinema sound system installation.

"Installing Christie projection and audio equipment is absolutely fundamental to our

business," says Liao. "We have to maintain our hard-earned reputation for providing audiences with the finest available movie experience. Having worked with Christie for a long time, we trust the quality and constant innovation."

"Christie's RGB pure laser system lets our customers enjoy the best projection quality, while we as a cinema operator also enjoy the business benefits. Because it is a laser system, it doesn't use lamps, so we need not worry about changing lamps for the next three to five years. Operating and maintaining the equipment is actually simplified" states Liao. "We feel really comfortable using Christie projectors and Showtime Cinemas is actually the first to introduce Christie projectors in Taiwan. And so far it has been really successful."

"As a theatre operator, we are always pursuing the best quality," says Liao. "Christie offers the best combination of them all, and we are really happy."

Lin Yu, Vice President, Christie Asia Pacific, shares this feeling. "We are delighted that Showtime Cinemas has chosen our advanced cinema projection and audio solutions for its newest complex located in Taichung," she says. "It is always a pleasure to work with a cinema operator that is so committed to delivering the best movie experience, and we are proud that Christie has become the preferred choice for a premium 3D cinema experience for an increasing number of leading exhibitors in Asia and around the world."

Contact Christie

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



▲ Christie Vive Audio provides clear, intelligible audio and even coverage throughout the entire auditorium.



▲ Producing 45,000 lumens, the Christie CP42LH pure RGB laser projector illuminates Showtime Cinema's giant screen with brilliant color and detail.

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