

# CINEMA NEWS

YOUR BI-MONTHLY UPDATE FROM THE CHRISTIE CINEMA TEAM



**Fun fact:**

The first all-in-one Xenon film system console was the Christie CH series that debuted in 1974, lighting the way to the modern era of cinema exhibition.

**Quick links:**

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## FROM OUR DESK TO YOUR INBOX: A SHORT MESSAGE FROM THE CHRISTIE MANAGEMENT TEAM

Hello All,

Our sincerest wishes that you, our friends and partners in the exhibition industry, are safe and that the reopening of the global cinema industry is proceeding smoothly... or at least as smoothly as it can be in these times.

We'll share this new newsletter - Christie Cinema News - on a bi-monthly basis to help keep you informed of the changes at Christie and the actions we're taking to make the business of theatrical exhibition easier for you all.

Our [Professional Services](#) group continues to offer world class service and support with a range of options for your needs, from on-site installation, decommissioning, spare parts, to logistical coordination and routine technical support.

Our [RealLaser RGB projectors](#) continue to offer the best TCO of any product in its class, and our Xenon projectors continue to shine the way forward, offering quality and reliability with the lowest CapEx investment of any other technology.

On top of it all, we continue to develop and deploy various financial solutions to help customers keep their big screens shining bright in this post-pandemic environment.

I also want to take a moment and thank our longtime friend and leader, Jack Kline.

After 41 years at Christie, Jack leaves an indelible imprint on how to treat customers and each other in a way that brings out the best in this industry.

We wish Jack and his family all the best. While he may no longer have a Christie business card, he will forever be a part of this industry and we hope to see him walking the halls of CinemaCon... along with all of us, soon.

-Brian Claypool, EVP, Cinema



### TECHNICAL SUPPORT IS ONLY A PHONE CALL AWAY

- Need help troubleshooting your cinema projection system?
- Need help maintaining or repairing your system?
- Need to file a warranty claim?
- Need to initiate an RMA?
- We're here 24/7/365 to make sure you're always operational

See all the ways we can help you:

[Download The Customer Experience Brochure](#)

[Technicians, signup for our Tech Newsletter here](#)

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Australia	+61 (1) 8 0087 0128
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France	+33 (0) 1 86 99 36 48
Germany	+49 221 65 078-811
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Mexico	+52 55 1328 8139
North America	+1 (877) 334 4267
Singapore	+65 6950 5573
Spain	+34 (91) 901 1245
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## PRODUCT MANAGER CORNER: THE CRITICAL DECISION

### Considering what's best for your business today

The transition to laser—like the transition from film to digital—advances cinema to the next level and requires each exhibitor to carefully consider their unique situation. While we're seeing many major circuits begin their transition to laser, we understand the timing isn't right for everyone.

Coming out of the pandemic, we realize that your top priority is getting light on the screen to kickstart the flow of box office revenue once again. Fortunately, with a bit of [preventative maintenance](#) during the downtime and the latest version of projector software, you will be up and running in no time. We've been working hard in the background on the latest cutting-edge technologies, along with innovative service and warranty options that keep cinemas healthy, and audiences entertained.

### A little enlightenment on illumination

When you're ready to consider new projection illumination options, we're here to help you make the right decision. If you are looking to upgrade your picture quality, true RGB pure laser is absolutely the right choice for stunning color, brightness, and contrast on your screen. This isn't as simple as pulling out your lamp compartment and dropping a few lasers inside. The modifications required to do this will dramatically alter the projector creating long-term serviceability issues.

We are confident that new RGB laser projectors offer the absolute lowest total cost of ownership over legacy technologies. It can take upwards of 7-10 years (depending on the projector's brightness) to realize these cost benefits. If you are considering a laser retrofit, you need to ask yourself if the rest of the projector will last that long, especially as various electronics and optical components begin to approach end of service and supportable life.

We also encourage you to consider the impact on existing warranties, along with government safety compliance and potential liability issues. On your road to recovery, you are best served by continuing to use your existing projector in its current configuration as long as it can continue to reliably deliver the performance you expect.

### How long can I keep my existing projection systems?

We design our digital Xenon projectors to provide an outstanding experience for your customers for many years, especially with a little care and attention. A new lamp or extended warranty program and a service contract from Christie may be all you need to keep that high-quality image on your screens. In fact, we continue to support and service more than 5,000 projectors that have been in continuous operation for over 15 years!

The right proactive maintenance approach keeps your presentation looking great and your costs down until you're ready to transition to the latest illumination technology, like Christie RealLaser. We can help you determine the right path on a timeline that works for you, along with a financial solution that's right for your business.

Offering a great Cinema experience is not just a question of when to adopt the latest technology, it's a business decision that deserves careful consideration. We can help you put the right technology in the right locations and help you determine the correct approach for your business, as we've done for many years. We're more than a technology innovator; we strive to partner with you to help ensure that your exhibition business thrives and inspires audiences to choose the cinema experience together.

- Jim Dukes, senior product manager, Cinema



## A GLOBAL PERSPECTIVE

### Wanda optimizes their operations

Wanda cinemas, a Christie partner for many years, reduces their Opex by optimizing their xenon lamp-based projection systems.

Jack Wang, CTO, WANDA Film Holding Co., Ltd says, "At WANDA, we look at the bottom line. After analyzing all the costs of running a projector at various points of its operational lifetime, staying with Xenon presents the best TCO for getting the most return from our existing fleet of Christie projectors."

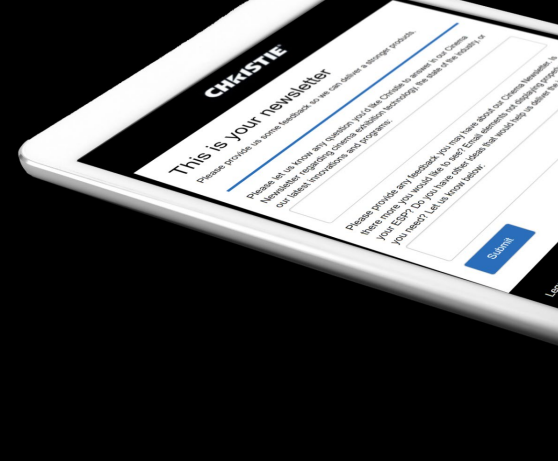


## QUESTIONS? COMMENTS? FEEDBACK?

Let us know what you want to see in future issues of this newsletter.

Christie Cinema News is a newsletter built by Christie to answer the many questions of today's cinema industry.

Whether it is questioning the change from Xenon to laser illumination or the best way to kickstart your cinema's reopening, we plan to deliver the answers you seek right to your inbox.



Please use the link below to provide any feedback or questions that we can answer for you in upcoming newsletters.

Look for Cinema Cinema News in your inbox every 2 months.

[Feedback form](#)

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