

Application Story

Independent Theaters across the U.S.A.



Movie Palace Inc. chose Christie as the exclusive digital cinema provider for its new Studio City Stadium 10 in Casper, Wyoming.

Independent U.S. theaters convert to digital with Christie

Independent theaters serve an important niche in the cinema industry by catering to local audiences and providing a connection to their communities. Christie® is pleased to be selected often by regional and local exhibitors for digital conversions that are sweeping the industry. Theaters across the U.S. are taking their audiences into the 21st century of entertainment by installing Christie DLP Cinema® projectors to power their screens. They choose Christie for excellence in customer service, reliability and lowest cost of ownership in the market.

Movie Palace delivers exciting digital images in Wyoming

Movie Palace Inc. selected Christie as the exclusive digital cinema provider for its new all-digital Studio City® Stadium 10, a 10-screen multiplex theater in Casper, Wyoming. It is the second Movie Palace theater in Casper to install digital projectors by Christie - other Movie Palace locations in Cheyenne and Rock Springs, Wyoming have also been equipped with Christie CP2000 series projectors.

Randy Pryde, president of Movie Palace, is very pleased with the new acquisitions. "(Our theaters) combine the glamor and architecture of mid-century modern theaters with the best digital projection technology and finest sound systems. Christie greatly enhances our customers' movie viewing experience," he said.

Pryde also touted Christie as the best choice for overall selection and service in the cinema industry. "We chose Christie based on three criteria: reliability, brightness and customer service. Since we built our reputation on presenting high quality images on the screen, we depend on the flawless performance and customer care that Christie products and their staff provide us," he continued.

Andrew Houck, manager of the new Studio City Stadium 10, added "We installed a total of 10 Christie CP2220 projectors in our new multiplex because they not only project stunning images on the screen; they also deliver the most cost-effective digital solutions in the industry."

Movie Palace plans to continue upgrading their projection equipment with Christie projectors in the future.

Customers:

- Movie Palace Inc.
- Cinema Centers
- Beacon Cinema

Locations:

Wyoming, Pennsylvania and Massachusetts, U.S.A.

Industry/Market:

Entertainment / Cinema

Partners:

Integrity Entertainment Solutions, LLC.

Requirements:

Independent theaters across the United States are making the move to digital with Christie. To vault their businesses into the 21st century, owners are choosing Christie digital projection solutions to guarantee the brightest, clearest images and cutting-edge technology to keep their theaters current.

Summary:

The overwhelming consensus among independent theater owners is that Christie's reliability, brightness, cost-effectiveness and customer service are second to none in the industry.

Products:

- Christie Solaria series of digital projectors

Results:

As digital conversion sweeps the nation, independent theaters are turning to Christie entertainment solutions to meet their growing digital needs. Owners who have converted to the Christie Solaria series of digital projectors are very pleased with the unparalleled brightness, performance and cost-effectiveness they offer.

Cinema Centers debut digital technology in rural Pennsylvania

Serving rural areas of Pennsylvania, Cinema Centers recently made the move to digital by installing Christie CP2220 digital projectors with Christie Brilliant3D™ triple flash technology in their multiplex theaters. Patrons were thrilled that the conversion was completed in time for the 3D premiere of James Cameron’s, “Avatar.”

Entrepreneurs Marvin and Doris Troutman opened the first Cinema Centers brand multiplex in 1993. Gina T. DiSanto, CEO of the organization, is part of the second-generation ownership and management along with her parents, sister and brother. Today, Cinema Centers features five multiplexes with a total of 55 screens, as well as one single-screen drive-in theater in Pennsylvania. All of the venues employ between 9 and 12 screens, and all have been recently outfitted with state-of-the-art Christie digital projection solutions.

Part of the reason the multiplex moguls decided to go with Christie was due to the outstanding product selection and great service the visual solutions provider is known for. Said DiSanto, “Christie has a first-class reputation, a fabulous support team and a superior product that ensures our customers always experience the brightest images for 3D showings. We are very excited with the results of our decision and plan to buy more Christie digital projectors in the very near future.”



The Beacon Cinema in Pittsfield, Massachusetts is one of many independent theaters making the move to digital technology with Christie solutions.

It appears the renovation has been a booming success. After several years of rehabilitating the historic building, Richard Stanley, managing partner of the Beacon Cinema, reported that their opening night sold out after premiering with the midnight showing of “The Twilight Saga: New Moon” on all six screens. The 3D showing of “A Christmas Carol” attracted a full house as well, even although the movie had premiered several weeks earlier at competitive theaters.

Gary Engvold, president, Integrity Entertainment Solutions, LLC, the authorized digital cinema re-seller who supplied all the components necessary for the installation, noted that Christie products were perfect for the job. “Christie’s proven digital expertise, along with the brightest, highest performance projectors and lowest cost of ownership, make it the projector of choice. And, since 3D is driving market momentum, there is an option for a third Christie 3D projector to be installed,” he said.

At the grand opening, Pittsfield’s mayor participated in the ribbon cutting ceremony, which used 35mm film in place of ribbon to signify the theater’s departure from old technology and alignment with digital cinema technology. While cutting the film, the mayor declared, “The Beacon Cinema complex will become the cultural hub and entertainment center of Berkshire County once again.”

Contact Christie

Contact us today to find out about how you can make the move to Christie digital projection and entertainment solutions.

“Christie’s proven digital expertise and lowest cost of ownership make it the projector of choice.”

Gary Engvold, president, Integrity Entertainment Solutions, LLC

Beacon Cinema revitalizes downtown with digital excitement

The community is abuzz with excitement in downtown Pittsfield, Massachusetts. The recently completed, \$23-million Beacon Cinema complex finished the project by installing a bevy of state-of-the-art, digital Christie DLP® projectors. The mixed-use facility incorporates offices, retail space and the all-digital, 850-seat cinema, all built within a restored, century-old building. The cinema itself spans three floors with auditoriums on the first

and third floors and projection booths on the first and third floor mezzanines. All six screens are powered exclusively by Christie CP2220 DLP Cinema® projectors, two of which are equipped for 3D presentations.

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