

Mocha Chai Laboratories

Case Study



World's first Dolby ATMOS-certified dubbing theatre selects Christie's cutting-edge audio solution

Fuelled by its pro-business environment and a young, talented workforce, Singapore is fast becoming the go-to place for filmmakers from the US, Europe and Asia. The vibrant film industry in Singapore has seen a prolific rise in start-ups offering a range of innovative and top quality support for the local and global film industry. Since its inception in 2011, Mocha Chai Laboratories (MCL) has been at the forefront of Singapore's film industry, establishing itself as the nation's first boutique digital lab.

Dedicated to the intricate craft of filmmaking – from idea through to post-production and DCP, Mocha Chai has handled international features and local

projects, such as *The Hunger Games: Mockingjay Part I*, *A Walk Among The Tombstones*, *Jobs*, *The Lady*, *Sadako 3D*, *Ah Boys To Men I & II*, and currently serving cinemas for Singapore, Malaysia, Taiwan, Indonesia, Philippines and other parts of Asia.

While MCL was the post-production house of choice for filmmakers across the globe, founder and managing director of MCL, Yee Wei Chai, still felt more had to be done to contribute to the burgeoning industry. Where previously Singaporean filmmakers had to travel to Thailand or Hong Kong for final cinema colour checks, colour grading and final cinema mixing, Chai longed for Singapore to partake in

Customer:

Mocha Chai Laboratories

Location:

Singapore

Industry/Market:

Cinema

Partners:

Electro-Acoustics Systems Pte Ltd

Requirements:

- Cinema audio system capable of accurately reproducing the Dolby-ATMOS immersive cinema audio format
- Fully-equipped dubbing theatre

Summary:

In facilitating the development of Singapore's film industry, the need for a fully-equipped dubbing theatre arose. Mocha Chai Laboratories chose Christie Vive Audio cinema sound system to provide exemplary cinematic audio capabilities for post-production tasks.

Products:

Christie Vive Audio

- LA1 screen channel loudspeakers
- LA3S line array surround loudspeakers
- S115 subwoofers
- S218 subwoofers
- CDA2, CDA3, CDA5 class D amplifiers

Results:

Comprising close to 40 Christie Vive Audio loudspeakers of varying combinations, Mocha Chai Laboratories now boasts the world's first Dolby ATMOS-certified dubbing theatre. The installation delivers highly immersive cinema sound and pristine audio quality, which are crucial for post-production tasks.



such activities. Chai founded MCL with the idea of doing just that, yet it has taken two years to bring his vision to fruition.

The decision to upgrade started with initial discussions with Dolby, where Chai was made aware of the standards he had to adhere to. He studied other companies in the market and compared not just their prices, but their quality as well, to ascertain the unique value proposition that a dubbing theatre could provide to customers. In conclusion, he believed that the ribbon driver technology employed by Christie Vive Audio clearly stood out among the rest, presenting him with an exceptional value to invest in. With a newly found vigour, Chai was raring to bring a high level of quality to his customers that could not be found elsewhere in Singapore.

Due to MCL's size constraints and Dolby's strict requirements, MCL worked closely with Christie's partner Electro-Acoustics Systems and two sound engineers to create a sweet spot within the theatre. After the installation, the engineers spent

two days ensuring that the speakers were perfectly aligned to produce the most pristine sound quality, and ensure accuracy in the reproduction of the sound.

Comprising nearly 40 Christie Vive Audio speakers of diverse combinations, Christie Singapore's partner, Electro-Acoustics Systems Pte Ltd, completed the installation at MCL. These include LA1 screen channel loudspeakers, LA3S line array loudspeakers for wall and ceiling surrounds, S115 and S218 subwoofers for low frequency effects channels and CDA2, CDA3 and CDA5 class D amplifiers for high power output and efficiency. The outcome was a highly immersive cinema sound, delivering exceptional power and performance.

Designed as a complete solution, each component of the Christie Vive Audio has been specifically engineered to complement one another. By combining the superior performance capabilities of each piece into one integrated cinema audio solution, Christie Vive Audio brings the next generation of cinema audio to

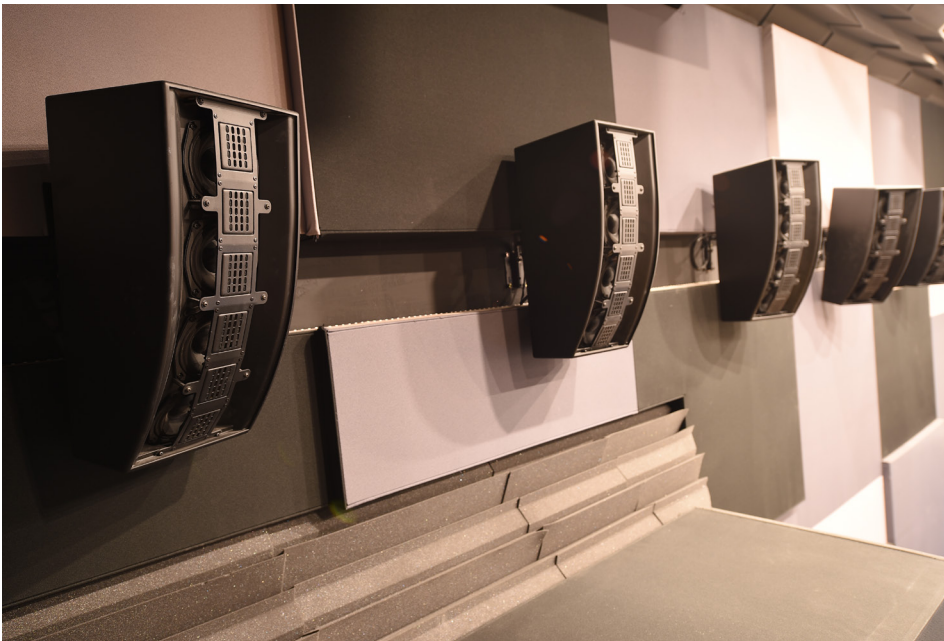


virtually any space, from post production studios and screening rooms to traditional auditoriums and premium large format theatres.

MCL's dubbing theatre is fully equipped with audio post-production and 4K colour grading facilities, and is also entirely DCI compliant. The Vive Audio system installed has been configured to meet the requirements of the Dolby ATMOS sound technology system, making MCL the first post-production facility in the globe to feature a Dolby ATMOS-certified dubbing theatre equipped with Christie's cutting-edge cinema audio solution.

Ting Li Lim, Director of Sound, MCL, said that the Christie Vive Audio speakers produce an extremely pristine audio quality, which is crucial for people working in the cinema industry. "My expectations of a dubbing theatre undoubtedly include a fine audio speaker and projection system."

"Since film is an audio visual medium, you can't have one without the other. Whatever you do to the image will inevitably affect



out of the lab speaks volumes about our investment in Christie's solution, because we've made the right investment and people who come to this place will leave with a big smile on their faces. More so, now Singaporean filmmakers have a place to call their own," concluded Chai.

Han Kim, General Manager, Christie Singapore, commented, "We are honored and delighted that Mocha Chai Laboratories has chosen Vive Audio for its state-of-the-art dubbing theatre, and is the world's first Dolby ATMOS-equipped post-production facility to deploy our leading-edge cinema sound solution. With its capability to unlock the full potential of the DCI digital cinema audio format and support all leading cinema audio formats, Vive Audio brings a new level of realism to movies and represents the next evolution of cinema sound."



the sound and vice versa. It's important to have a good projection as well so that you can clearly see what you're trying to enhance on screen," she added.

"The sound produced is very clean and allows me to reproduce every nuance of a sound mix," enthused Chai. "In this industry, filmmakers always want to be able to dig in into the sound they have and retrieve its best qualities. Upon first testing the Christie Vive Audio solution, I had full belief that I will be able to give my clients the confidence that they need when they come to MCL."

"We are proud to have our technology play a role in establishing Mocha Chai Laboratories as Singapore's first fully integrated digital film lab, and the world's first Dolby ATMOS-certified dubbing theatre," said Lin Yu, Vice President, Christie Asia Pacific. "It is great to have our solutions ensuring a potent combination of sight and sound that will ensure the highest quality post-production capabilities for MCL's customers."



"When you are in a project, sometimes you get blind spots, and you need validation. The best validations came from the clients during demos. The look on their faces and the wow factor they get when they step

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