

MZC Quanjing Cinema

Case Study



Christie Vive Audio delivers precise, high-fidelity sound to MZC Quanjing Cinema

In recent years, rapid urbanization and development of Inner Mongolia, an autonomous region of the People's Republic of China, has resulted in an increased demand for cinemas, as well as higher requirements for onscreen visual and audio quality. Competition among exhibitors has also heated up considerably. MZC Cinema, a major exhibitor in Inner Mongolia, which is affiliated with the Inner Mongolia Film Group, has been playing an active role in meeting the needs of moviegoers by equipping its cinemas with state-of-the-art audio and visual solutions.

Opened in 2016, MZC Quanjing Cinema is a luxuriously furnished complex aimed at attracting customers of diverse age groups. Located at Bojingwan in Baotou City, the cineplex consists of 8 halls, including a Dolby® Atmos™ certified auditorium, as well as specially configured halls for couples and children. Besides being pampered with supremely comfortable seats similar to those found in premium auditoriums, patrons can

also enjoy free WIFI access and are served by a highly efficient online ticketing system. The colorfully-decorated lobby and auditoriums are welcomed by enthusiastic cinema-goers, who describe the contemporary design as a refreshing change from the lush grasslands that the Autonomous Region is better known for.

Naturally, patrons would expect such an exciting cineplex to offer a spectacular cinematic experience. Well, they are certainly not disappointed. MZC Cinema, through its partnership with Christie®, has achieved a combination of rich visuals and high-quality sound effects that immerse viewers in lifelike cinema audio.

This has been made possible with Christie Vive Audio™, which exceeded the expectations of MZC Cinema with its high-performance Class D amplifiers, compact line array design and ribbon driver technology that delivers the perfect sound quality. With this installation, MZC Quanjing Cinema has become the first cinema in Inner Mongolia

Customer:
MZC Cinema

Location:
Baotou, Inner Mongolia Autonomous Region

Industry/Market:
• Cinema

Requirements:
• Optimal sound quality
• Versatile audio system

Summary:
MZC Quanjing Cinema equipped all 8 halls of its modern cineplex in Baotou with Christie Vive Audio to provide audiences with the best audio experience. The flagship auditorium in Hall 2 is also certified with Dolby® Atmos™ sound technology.

Products:
• Christie Vive Audio
• LA Series loudspeakers
• LS Series loudspeakers
• S Series subwoofers
• CDA Series amplifiers
• Christie CP2208 (2)
• Christie CP2215 (1)
• Christie CP2230 (2)

Results:
By choosing Christie Vive Audio, MZC Quanjing Cinema has succeeded in providing its patrons with a rich, dynamic and high-fidelity audio experience, and raises the bar in enhancing the development of cinemas in Inner Mongolia.



▲▼ The flagship Hall 2 auditorium of MZC Quanjing Cinema is certified with Dolby® Atmos™ sound technology.



▲ The projection room of Hall 2 auditorium is fitted with a Christie CP2230 cinema projector, and Vive Audio Class D amplifiers.

Autonomous Region to be equipped with Christie's cutting-edge audio solution.

Explaining why the cinema chain has chosen Christie Vive Audio, Guorui Liu, Technical Supervisor, MZC Quanjing Cinema, said, "Christie Vive Audio has impressed us not only with its robust system design, but also its capability to unleash the full potential of digital cinema. In addition, its unique ribbon driver technology is clearly more superior in delivering the best cinema sound experience compared to other cinema audio products. We therefore decided to equip all our auditoriums with Christie Vive Audio."

Junming Kang, General Manager, MZC Quanjing Cinema, commented, "We made the decision to install Christie Vive Audio in all auditoriums to offer the best movie-listening experience to our patrons. In retrospect, I

think we made the right decision as many of our patrons are highly impressed with the sound quality. Even without much advertising and promotional activities, people are still drawn to our cinemas through positive word of mouth. The attendance rate at MZC Quanjing Cinema has absolutely exceeded our expectations."

Christie Vive Audio has made tremendous progress across the globe since its introduction in 2014. As of January 2017, the audio system has been installed at over 500 locations around the world. It provides a hyper-accurate audio experience and unlocks the full dynamic range of DCI digital cinema audio, and supports leading formats such as Dolby® Atmos™, 7.1 and 5.1 surround sound. Christie Vive Audio features efficient ribbon driver technology and a unique parabolic line array design to deliver exceptionally even coverage throughout any auditorium.

In particular, the flagship Hall 2 auditorium has been Dolby Atmos-certified, while the remaining 7 halls boast 7.1 surround sound. Christie Vive Audio LA Series loudspeakers are installed in Halls 1 to 5, while Halls 6 to 8 deployed LS Series loudspeakers. Designed for premium cinema audio, the Christie Vive Audio LA Series features single enclosure fixed arcuate line array loudspeaker design, and provides high RMS to peak max SPL ratio and extremely even coverage throughout the entire auditorium. The Christie Vive Audio LS Series, on the other hand, combines advanced ribbon driver technology with several unique design features. It is ideal for deployment in small to medium sized theatres where enhanced clarity, low distortion and ultra-fast transient response is critical.

In addition, all auditoriums are fitted with S118 and S218 subwoofers for bass management, as well as CDA2 and CDA5 Class D amplifiers for the most realistic and immersive sound. The system in every auditorium allows patrons to witness the most dynamic and subtle sounds – whether it is the thunderous roar of an aircraft



▲ Movie audiences are impressed with the realistic sound effects in every auditorium.



▲ Christie Vive Audio Class D amplifiers installed in one of the halls in MZC Quanjing Cinema.



▲ The children's auditorium in MZC Quanjing Cinema.

taking off, or the delicate tinkle of a wind chime in the breeze, audiences are assured of the best audio experience regardless of where they are seated in the auditorium.

By combining the superior sound quality of ribbon driver technology with the precise directional performance of line array loudspeaker design, Christie Vive Audio enables cinema exhibitors to benefit from accurate reproduction of today's digital cinema audio formats. A number of cinema-goers have commented that the audio systems at MZC Quanjing Cinema deliver a highly immersive listening experience with clear and discrete sounds from various

directions. "When watching an action movie like *The Great Wall*, I feel as if the growling monsters are just crouching next to me... ready to pounce. The acoustics are so realistic," said a member of the audience.

Besides the Vive Audio systems deployed in all 8 auditoriums, 5 halls in MZC Quanjing Cinema are equipped with Christie Solaria™ Series digital cinema projectors comprising the CP2208, CP2215 and CP2230 models, all of which provide the best in both conventional and premier movie experiences.

"We are thankful to MZC Cinema for placing their trust in our cinema solutions, and we're also delighted that audiences are impressed with the visuals and audio installed in MZC Quanjing Cinema," said Jason Pei, Deputy General Manager, Christie China. "Christie Vive Audio is designed to immerse audiences in the full bandwidth of today's highly-detailed cinema audio formats and bring the ultimate cinema sound experience to all auditoriums. The positive feedback from movie-goers is

the best promotional tool we can get, and this also benefits exhibitors such as MZC Cinema. I look forward to more collaboration between MZC Cinema and Christie."

Lin Yu, Vice President, Christie Asia Pacific, added, "We are very pleased to work with MZC Cinema in providing the best cinematic experience to movie audiences in Inner Mongolia. I'm heartened that our leading-edge, cinema specific audiovisual solutions, such as Christie Vive Audio, has been instrumental in providing high quality entertainment to audiences. As a trusted supplier of cinema solutions to a number of leading exhibitors around the world, I'm confident that our Vive Audio and Solaria Series projection systems can continue to meet the needs of MZC Cinema, and help increase their box office revenues."

Contact Christie

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

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