

Majestic Cinemas

on 'Turbo' with the 'Best Offer' from NEC



Customer

Majestic Cinemas is a dynamic independent cinema chain operating in regional New South Wales. It delivers quality movie viewing experience to customers in Port Macquarie, Nambucca Heads, Singleton, The Entrance and Inverell. As one of the first cinema chains to bring 3D to its patrons across the State, it continues to build its success on the introduction of the latest technologies.

Challenges

The Port Macquarie centre had been operated by Majestic Cinemas for six years before it made a substantial investment in the refurbishment to transform its two screens into a five-screen complex. By improving the ratio to one screen per 10,000 residents, Majestic forecast it would be able to attract an additional 100,000 patrons a year.

Reflecting the industry shift away from massive screens and huge cinemas, the increased number of smaller cinemas would enable Majestic to diversify its offerings beyond the mainstream blockbusters to arthouse feature movies and the latest alternative content including video performances of operas, musicals and sporting events.

The Port Macquarie cinema has a dynamic relationship with its local community and the transformed complex will enable it to play host to film festivals and offer more innovative fundraisers and corporate events.

Because the design incorporated three boutique cinemas within the existing footprint, it left no room for traditional projection rooms. The technical component of the solution required a move from 35 millimetre film to digital projection and a compact, lightweight system that could be mounted on the ceiling of each cinema.

Customer

- Majestic Cinemas

Industry

- Entertainment

Challenges

- Optimise cinema complex refurbishment
- Strategy to diversify offering and expand customer base

Solution

- Space saving, high performance, compact digital projectors

Results

- Reduced cost of refurbishment
- Lower power consumption
- Ultimate flexibility in quality screening of digital content

Equipment

- NC900C digital projectors
- Integrated Media Server (IMS)

Majestic Cinemas on 'Turbo' with the 'Best Offer' from NEC boutique digital projection

Andrew Weir, Marketing Manager of Majestic Cinemas, said: "The system had to allow us to convert large spaces that weren't being used to capacity into productive smaller cinemas. By removing the dedicated projection rooms, with their expensive soundproofing and air exhaust systems, we would lower the cost of our refurbishment."

The Solution

Majestic Cinemas optimised its project with the selection of space saving, high performance digital projectors from NEC. In one of the first installations of the Digital Cinema Initiatives-certified NC900C in Australia, the projectors deliver high level technical performance, reliability and quality control. Designed for up to 100-seat theatres and 9.5 meter screens, the NC900C is housed in a compact 2x2 meter box on the ceiling, with control via the Integrated Media Server (IMS) and communications network.

The new NSH lamps operate without an extraction system or specialised lamp care. Compared with equivalent Xenon-based projectors, this latest technology reduces power consumption by up to 50 per cent. And, as power prices in NSW are predicted to surge over the coming years, this will be of continuing benefit to Majestic Cinemas and its cost controls.

The Results

Andrew Weir explained: "We're no longer beholden to distributors and the inefficiencies of 35mm film. With the flexibility of the digital format, we can cater to the viewing preferences of our patrons and screen anything, from anywhere.

"As opportunities for redevelopment of our other sites arise, digital will enable us to show a broader range of product to better cater to their very different demographics – from the

mining community of Singleton to the holiday destination of Port Macquarie and the arthouse lovers in Nambucca.

Connecting with local partners

Beyond the availability of the right technology solution from NEC, it was the expertise of Australia Theatre Services (ATS) and the quality of its training that sealed the deal for Majestic Cinemas.

When Majestic was formulating its brief, the NEC 900 series was still in development. But the knowledgeable input from NEC and ATS gave Majestic confidence to be one of the first Australian implementations.

Andrew Weir said: "ATS were fully versed in the technology and it made NEC the logical choice. We had access to local expertise so weren't frustrated by trying to get answers from other time zones, off shore."

ATS acts as a one-stop service shop for the NEC 2000 series projectors in the larger cinemas across Majestic's five regional sites and its other audio visual requirements.

"The compact, ceiling mounted projectors are cheaper to incorporate into a fitout and to run. And the smaller cinemas, operating at high relative capacity and number of daily screenings, are inherently more profitable. It's a win-win."

Andrew Weir

Marketing Manager, Majestic Cinemas

For more information, visit au.nec.com, email contactus@nec.com.au or call 131 632

Australia
NEC Australia Pty Ltd
au.nec.com

Corporate Headquarters (Japan)
NEC Corporation
www.nec.com

North America (USA)
NEC Corporation of America
www.necam.com

Asia Pacific (AP)
NEC Asia Pacific
www.nec.com.sg

Europe (EMEA)
NEC Unified Solutions
www.nec-unified.com

About NEC Australia. NEC Australia is a leading technology company, delivering a complete portfolio of ICT solutions and services to large enterprise, small business and government organisations. We deliver innovative solutions to help customers gain greater business value from their technology investments.

NEC Australia specialises in information and communications technology solutions and services in multi-vendor environments. Solutions and services include: IT applications and solutions development, unified communications, complex communications solutions, network solutions, display solutions, identity management, research and development services, systems integration and professional, technical and managed services.

Majestic Cinemas | v1 31.10.13

NEC Australia Pty Ltd reserves the right to change product specifications, functions, or features, at any time, without notice. Please refer to your local NEC representatives for further details. Although all efforts have been made to ensure that the contents are correct, NEC shall not be liable for any direct, indirect, consequential or incidental damages resulting from the use of the equipment, manual or any related materials. The information contained herein is the property of NEC Australia Pty Ltd and shall not be reproduced without prior written approval from NEC Australia Pty Ltd.

Copyright © 2013 NEC Australia Pty Ltd. All rights reserved. NEC, NEC logo, and UNIVERGE are trademarks or registered trademarks of NEC Corporation that may be registered in Japan and other jurisdictions. All other trademarks are the property of their respective owners. All rights reserved. Printed in Australia. Note: This disclaimer also applies to all related documents previously published.