

CINECITTÀ
MULTIPLEXKINO-THEATER-CAFE-BAR-RESTAURANT

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BASIC FACTS ABOUT CINECITTA'

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- Germany's largest cinema complex
- 22 million visitors since 1996
- seating capacity: 5.000
- 5000 m² foyer
- 3 restaurants, 13 bars
- 2 book/merchandise/DVD shops
- the whole complex is run by a single company

FACTS ABOUT THE IMAX THEATRE

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- built 30 meters underground
- 547 seats
- flatscreen: 600 m² (30x20m)
- moveable dome screen: 1000 m²
- IMAX and digital projection
- a motion ride theatre is incorporated in the building (oil-hydraulic up to 3G of acceleration)

DIGITAL BACKGROUND OF CINECITTA'

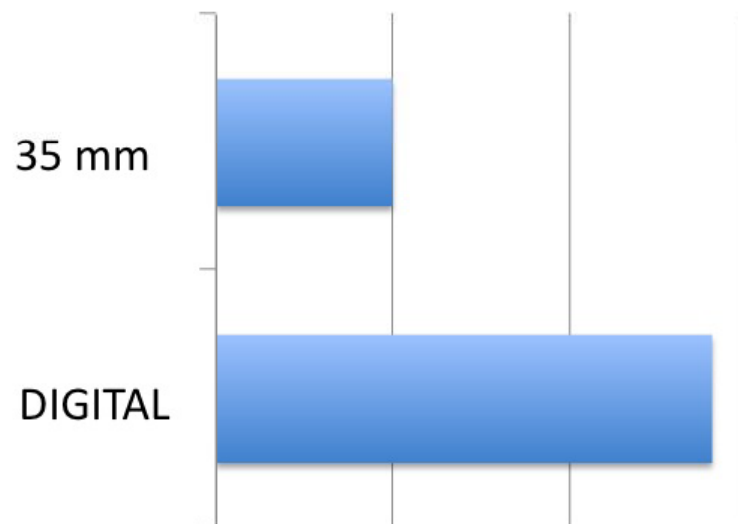
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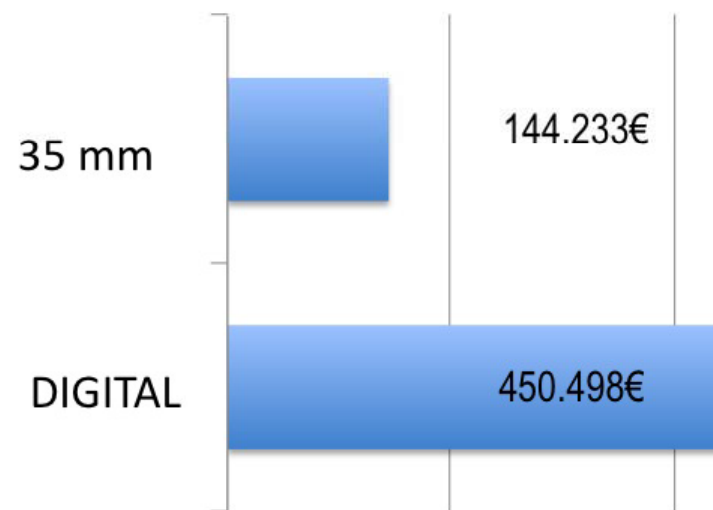
- **Digital advertising / E-Cinema** on all screens: 01/2005
- **Digital Cinema:** 05/2005 – Star Wars Episode 1 – XDC
- **Digital 3D:** 01/2006 – Chicken Little – RealD / Dolby
- **Digital 3D – Dual Projection:** 07/2006 using 2 CP2000x on the IMAX flat-screen
- **10 D-Cinema screens** installed: 07/2006
- a fully **networked D-cinema** installation of all 21 screens will be completed soon
- several **live events in HD** so far: most successful 05/04/08 Met opera: La Bohème

35 MM VS. DIGITAL

Star Wars Episode 3 Tickets



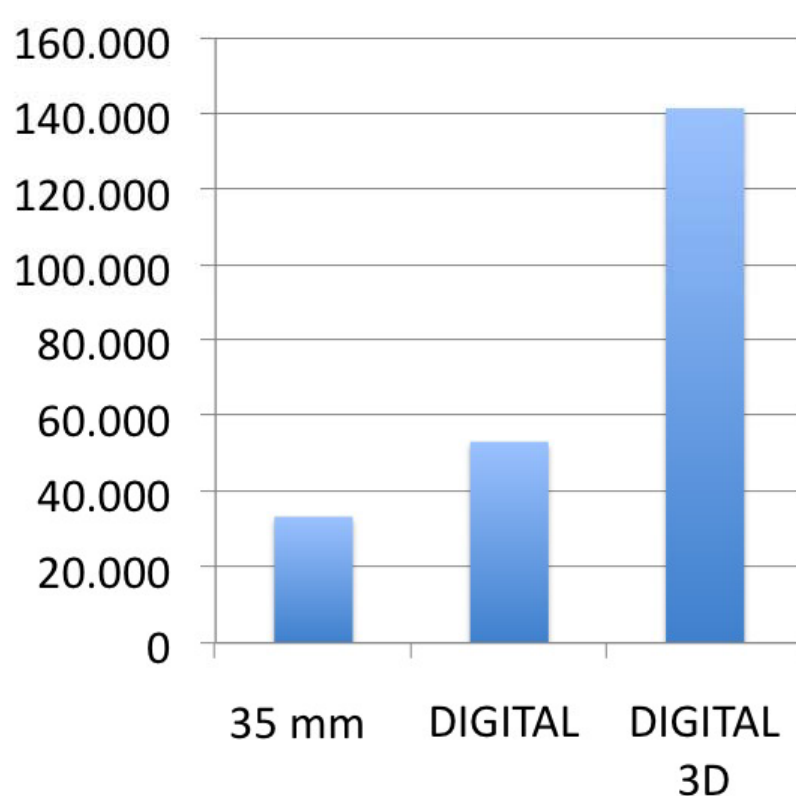
Pirates of the Caribbean 2 Boxoffice



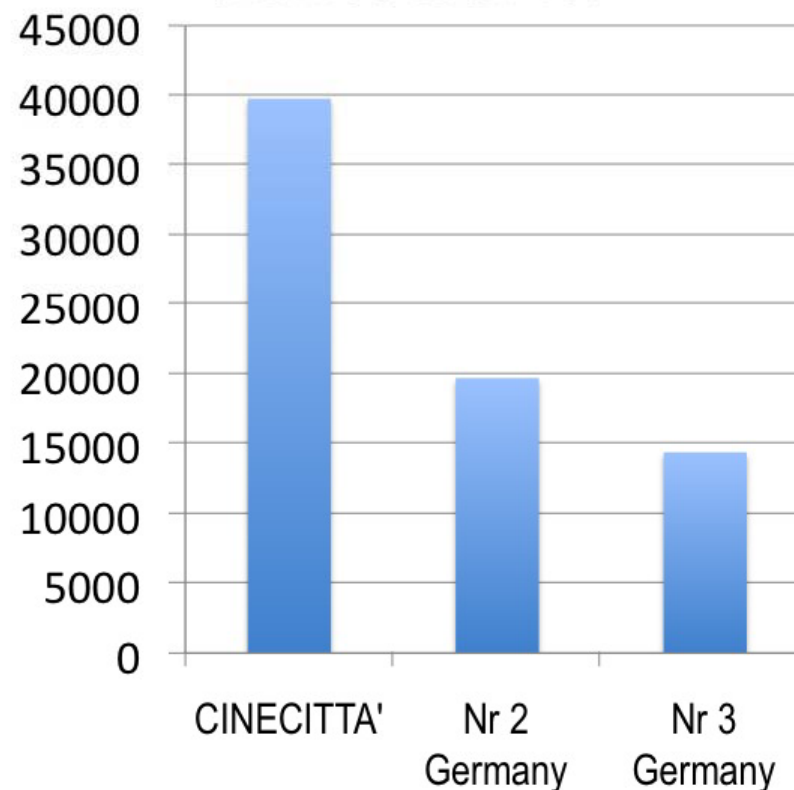
Charging a surcharge of 0,50 € for digital

35 MM VS. DIGITAL 3D

Chicken Little - Boxoffice

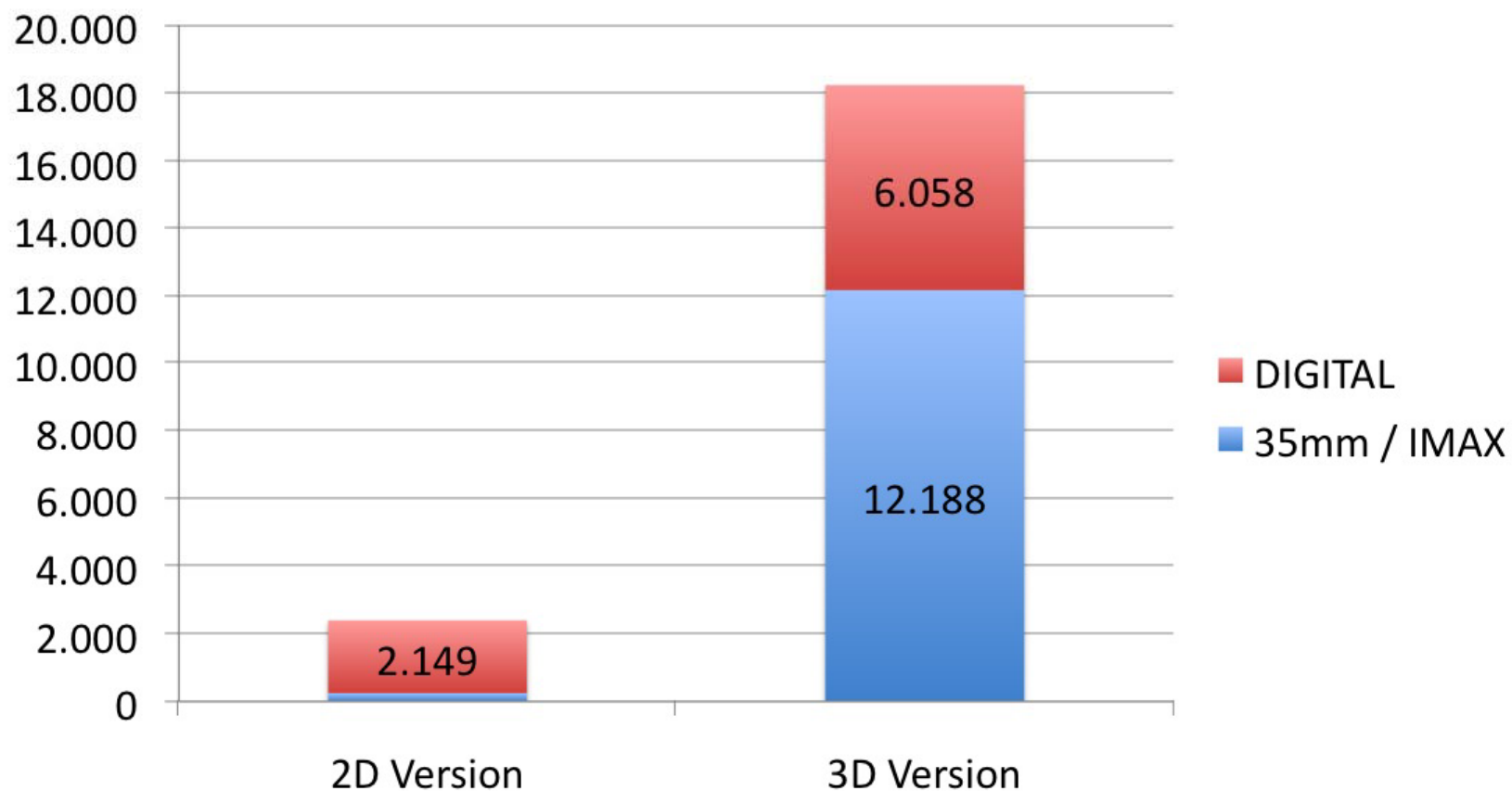


Monster House 3D – Boxoffice total vs. 2D



Charging a surcharge of 0,50 € for digital – 1,50 € for digital 3D

Beowulf 2D vs. 3D - Visitors



Charging a surcharge of 0,50 € for digital – 1,50 € for digital 3D / IMAX 3D



- distributes 3D digital films:
U2 3D, Dolphins and Wales, ...
- promotes & operates 3D
"CINEMAGNUM"-theatres
- in-house workflow for digital
distribution from encoding,
KDM management to DCP
distribution
- Fantasia Film sold about
800.000 tickets since 12/06

CINEMAGNUM

3D Large Format theatres operated by Fantasia
Film in Frankfurt / Wuerzburg / Dresden / Weimar



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Thank you for your attention!

www.cinecitta.de

www.fantasiafilm.de