



Sound Associates

Projection and Sound System Engineering



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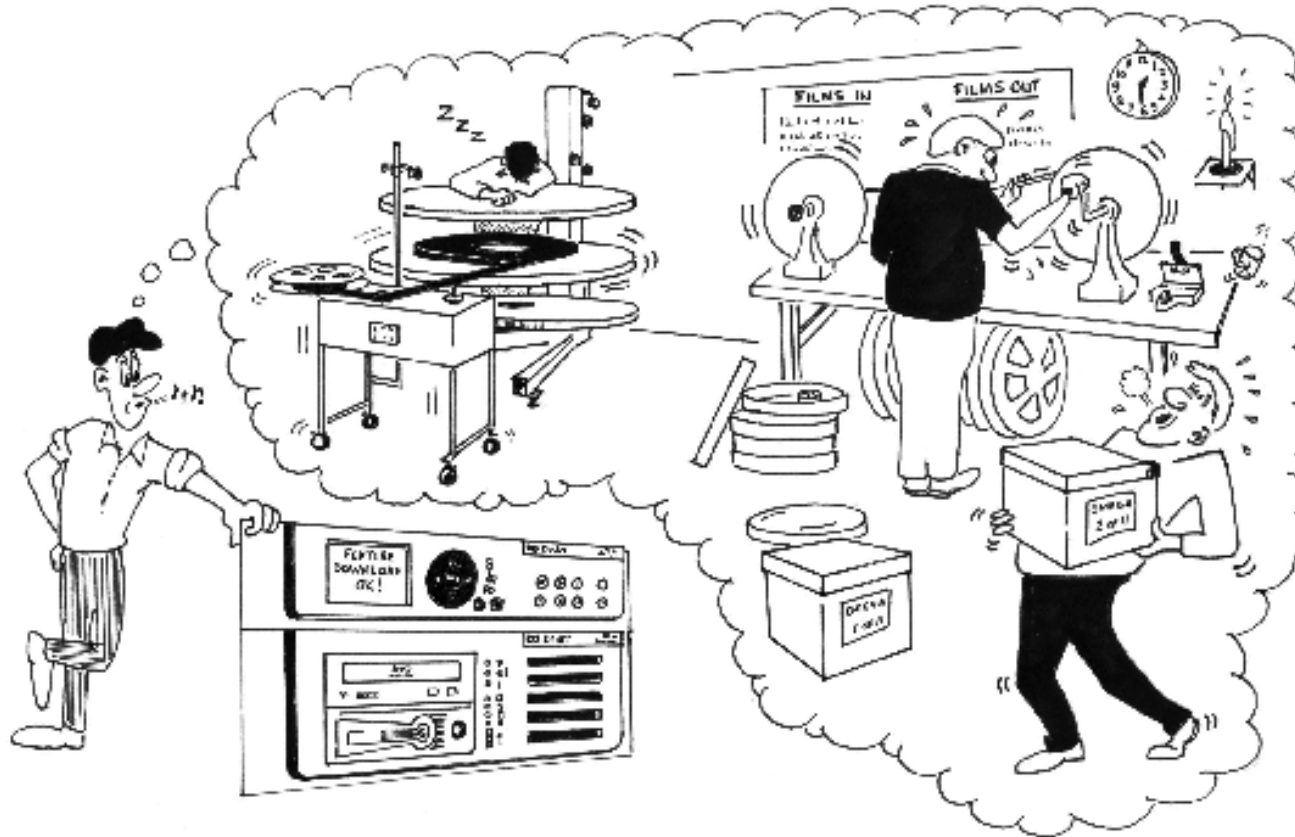


Jerry Murdoch

Sales and Marketing Manager



Digital Projection



“What do you mean – ‘the good old days’? You can keep ‘em – this is the future”



Sound Associates

Formed in 1958

UK's largest cinema integrator

Sole authorised UK agent for Cinemeccanica

Agents for most digital equipment manufacturers, including 3D



Sound Associates

SA have been installing 35mm projectors since 1975

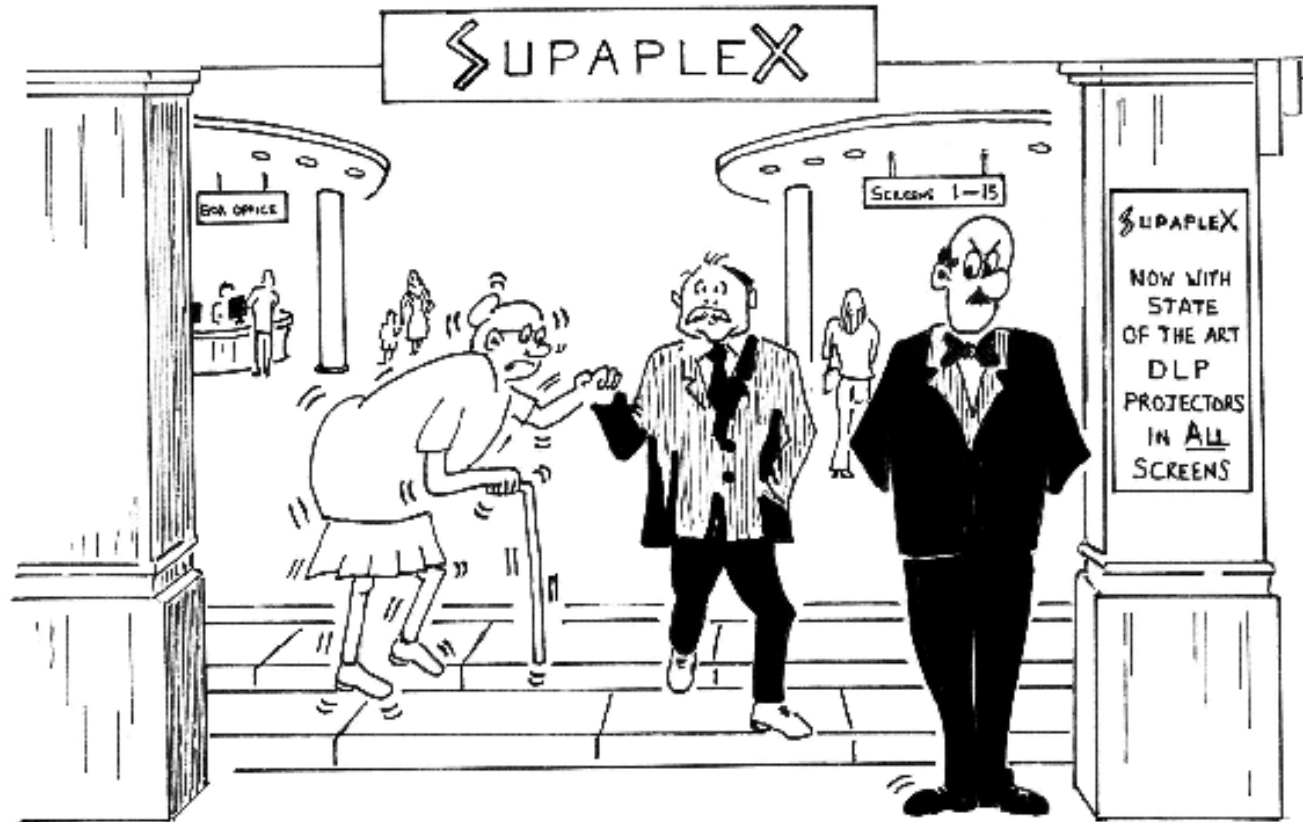
SA have been installing Digital Sound since 1979

SA has supported Digital projection since 1999

SA has installed over 80 Digital projectors



Why Digital Projection?



"Digital? Pah. I'm not impressed - the picture was jumping all the time!"



The Integrators

Someone has to make it all work!



Installed projector at Kino – Hawkhurst, Kent



The Integrators

Pre-site survey

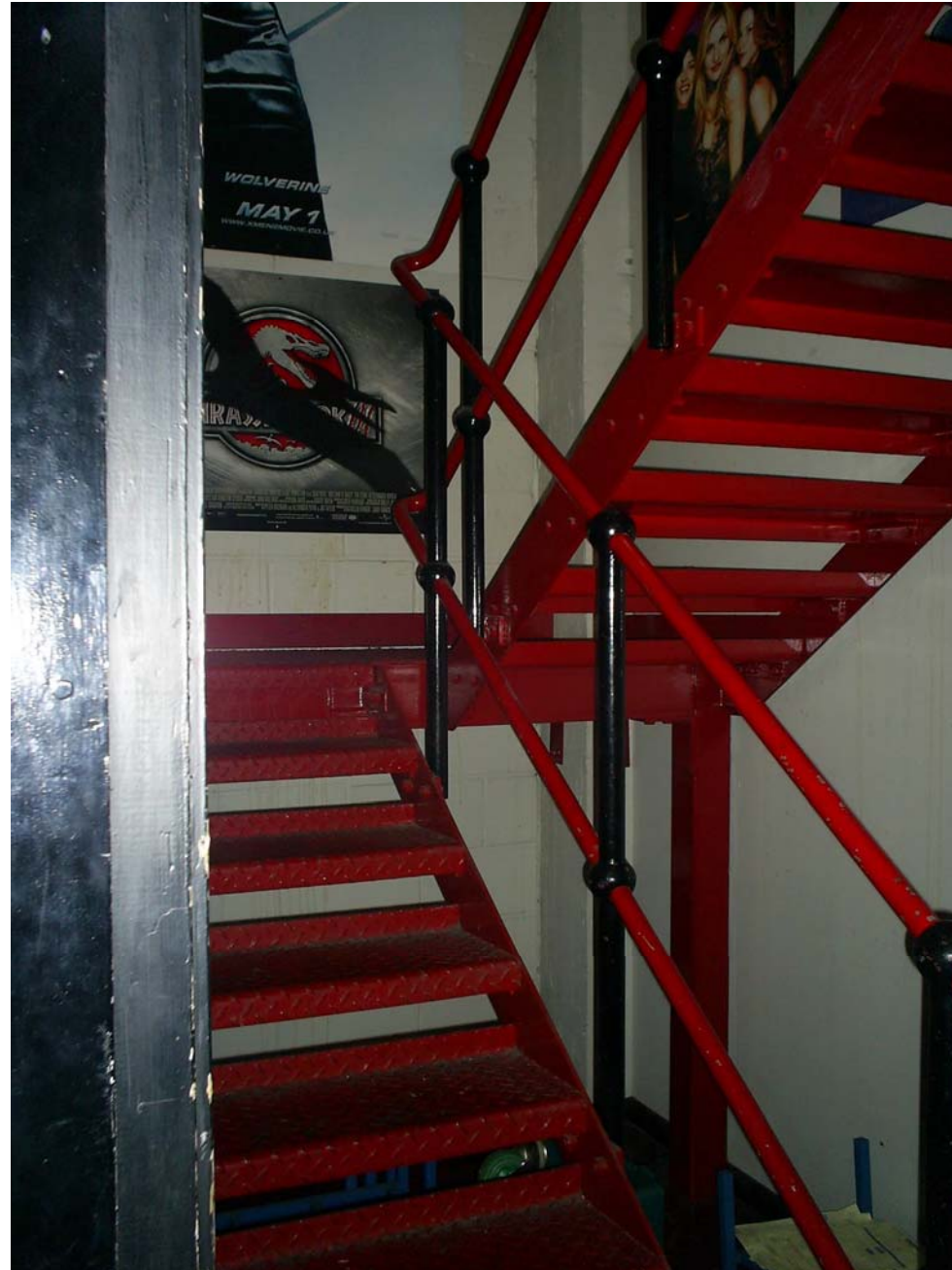
Pre-build

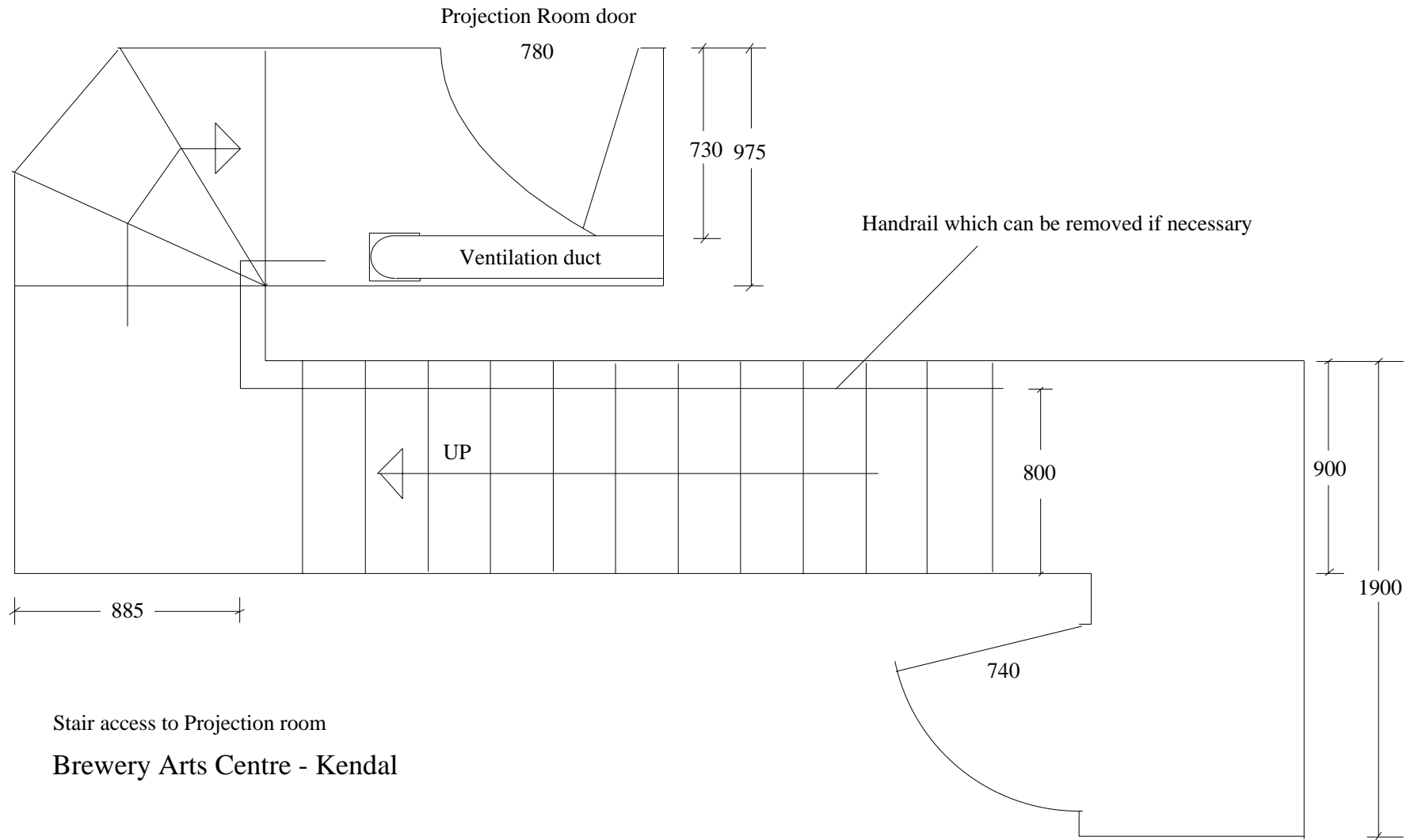
Delivery

Decommission 35mm equipment

Install and commission digital

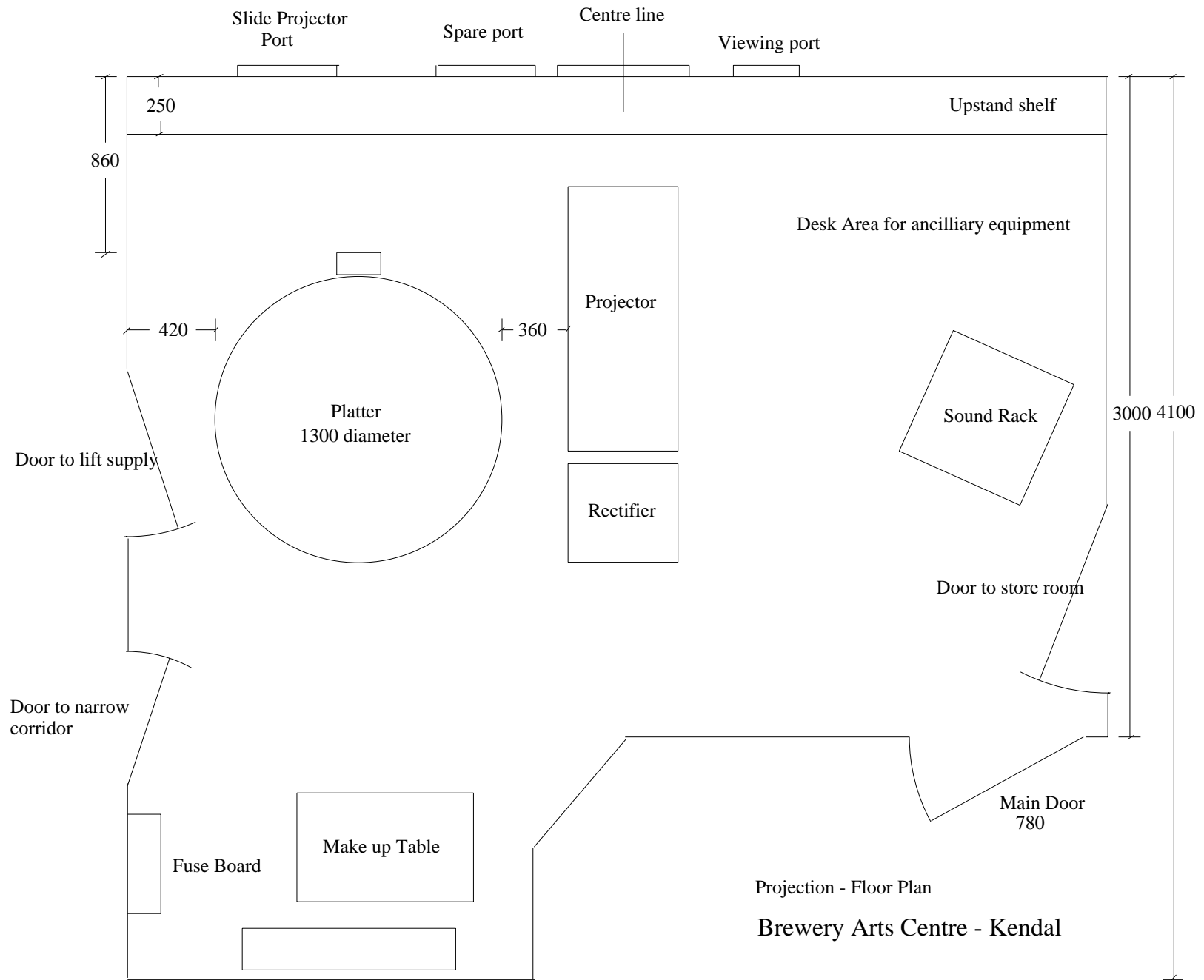
Sound system



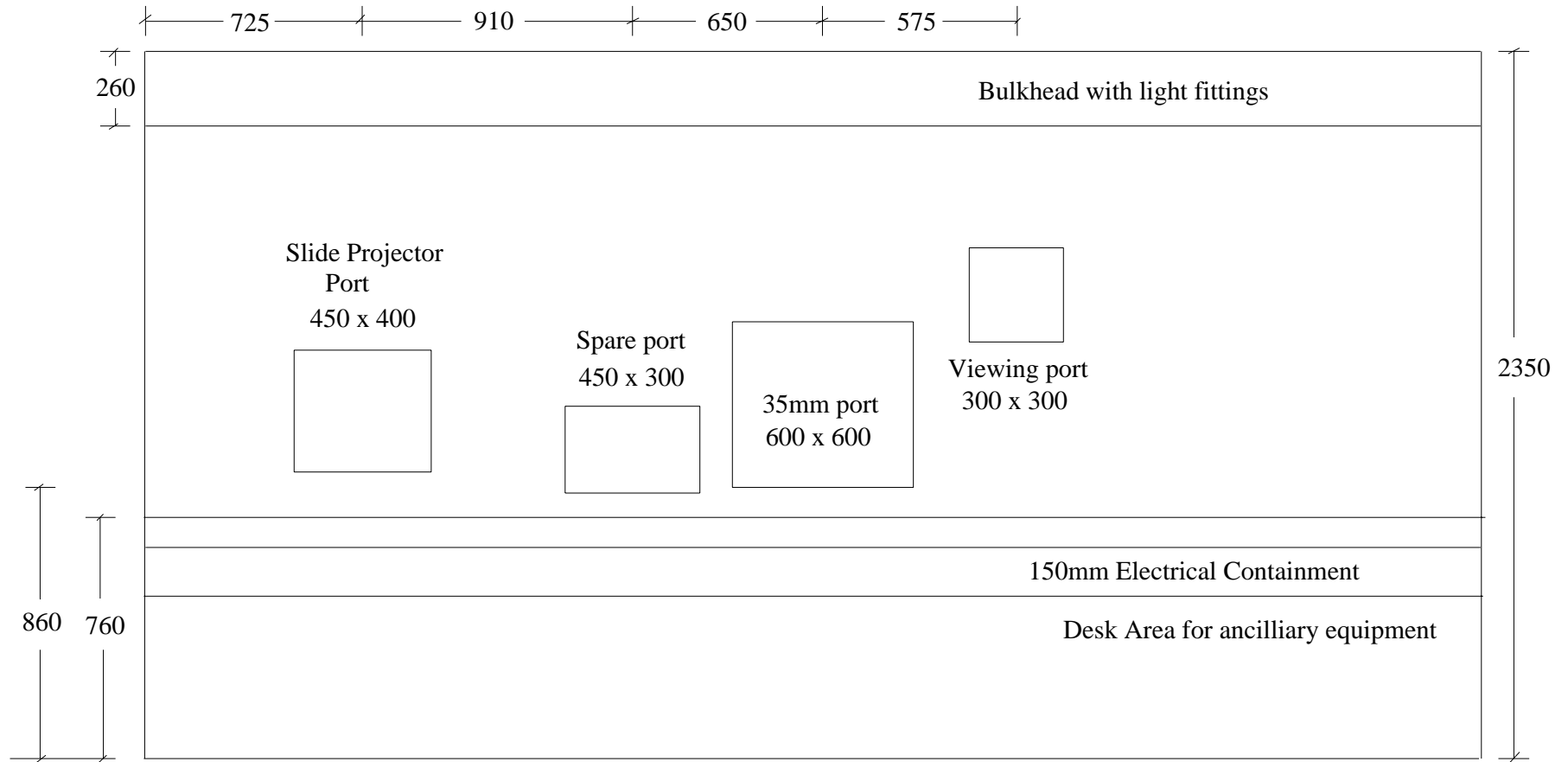


Stair access to Projection room

Brewery Arts Centre - Kendal





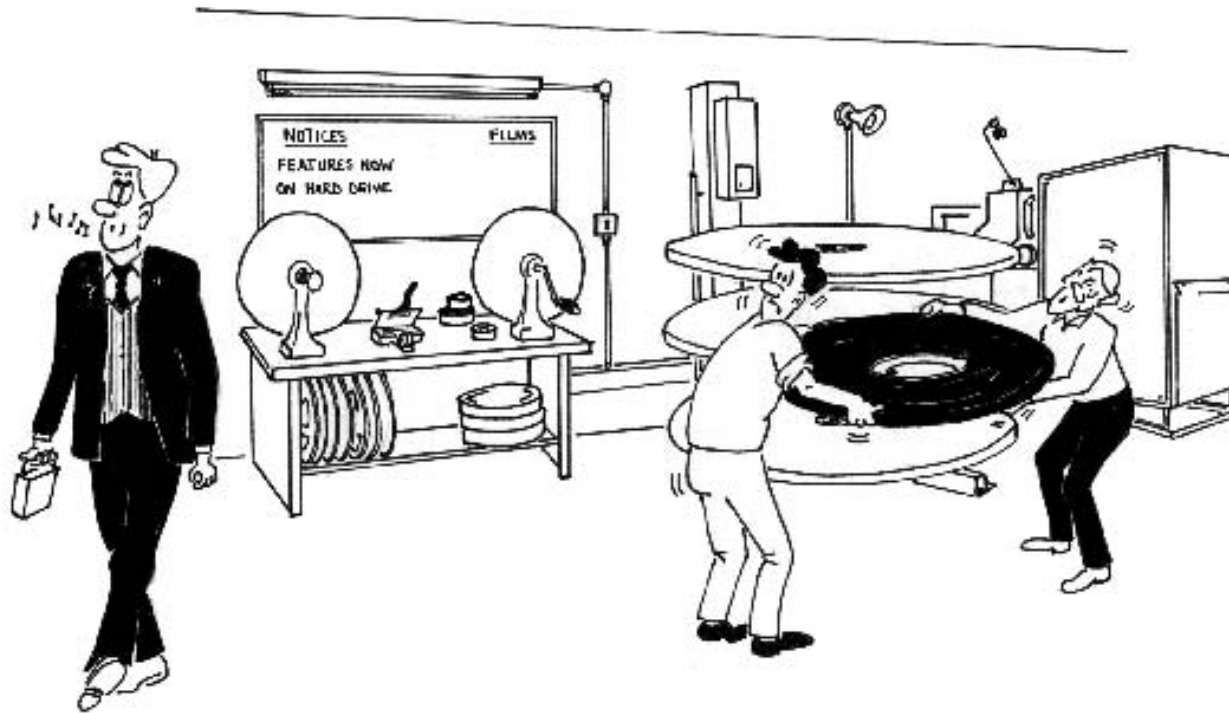


Projection - Wall Elevation

Brewery Arts Centre - Kendal



How does it all work for the Projectionist?



"And he says he got three films in his digital handbag"

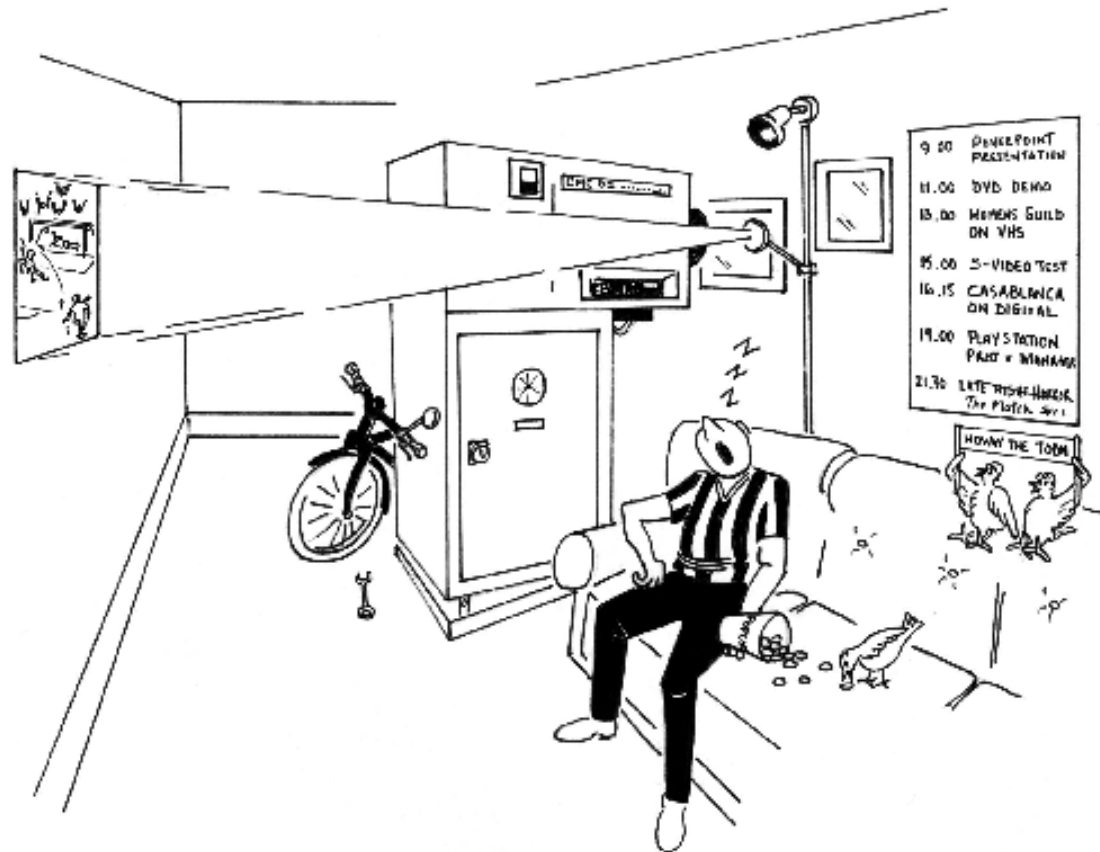


The Integrators

On-site training and familiarization



What about alternative content?



“And they said digital would be easier -
I used to just show films, but now.....!”

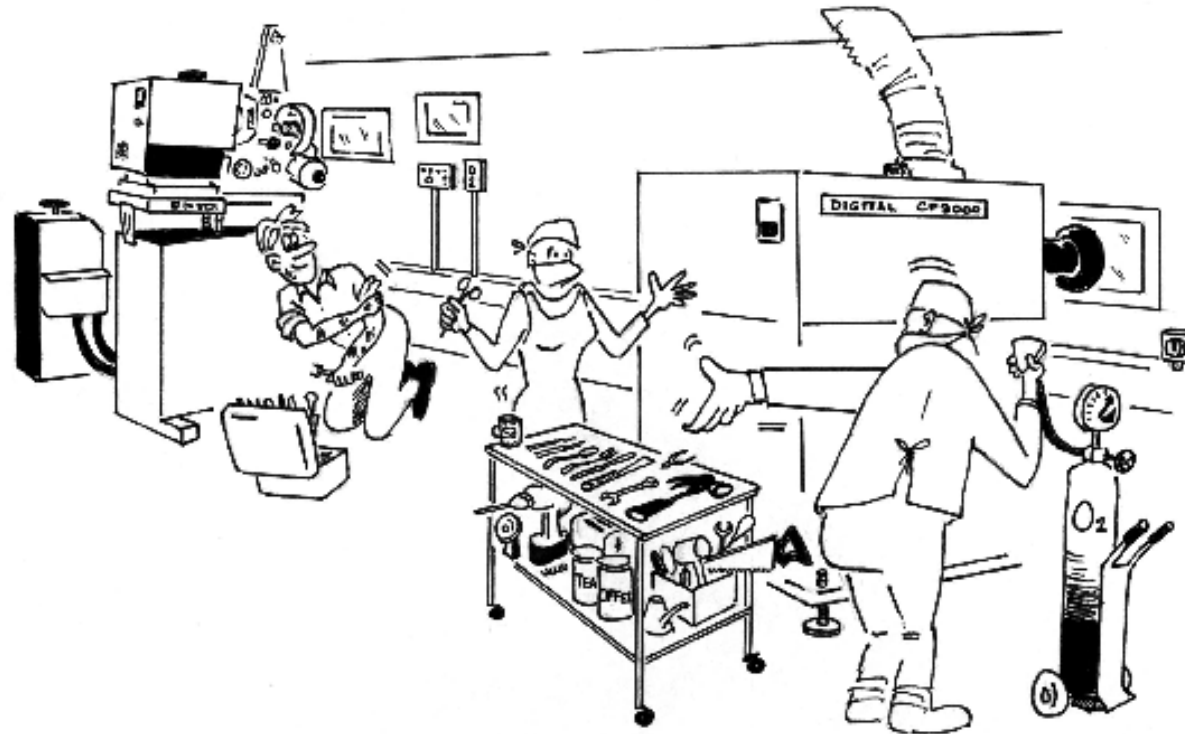


3D





So how do I look after it?



"I said 'laptop'"



The Integrators

Ongoing support

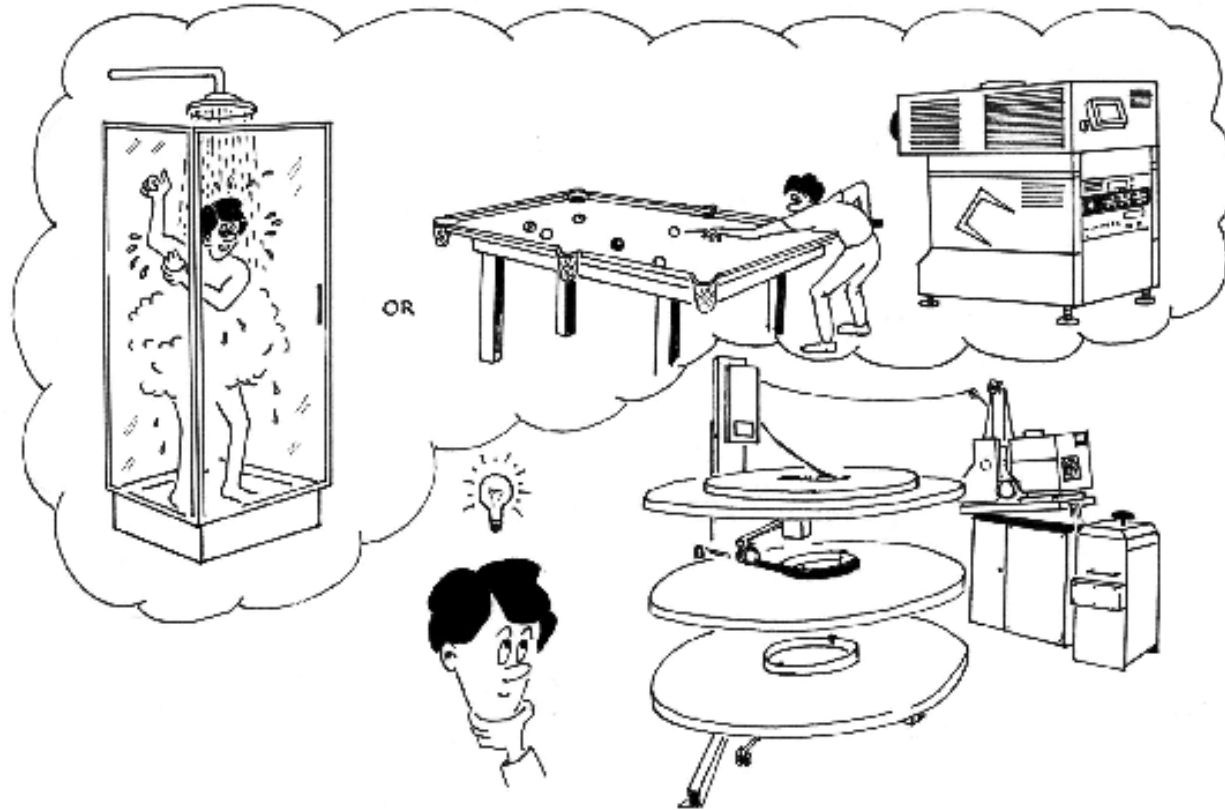
Off site monitoring

Annual service

Pro – active and re-active support



Thank You



“Now, what can I do with all this free space
once the platters have gone?”