

# Cinema Centers Multiplexes Select Christie DLP Cinema Projectors

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Christie announced the recent installation of Christie CP2000-ZX digital projectors with Christie Brilliant3D™ triple flash technology in Cinema Centers' multiplex theatres in central Pennsylvania. The installations were completed in time to premiere the highly anticipated "Avatar" from visionary director James Cameron.

The community-focused Cinema Centers, serving rural areas of Pennsylvania, features five multiplexes with a total of 55 screens, plus one single-screen drive-in theatre. All can be found within a 2-hour radius and include 9 to 12 screens per complex. They feature stadium seating, high back rocker seats and the latest, state-of-the-art projection and sound equipment.

Entrepreneurs Marvin and Doris Troutman, who launched successful careers in exhibition in 1955, opened their first Cinema Centers brand multiplex in 1993. Gina T. DiSanto, CEO of the organization, is part of the second-generation ownership and management, along with her parents, sister and brother. DiSanto spent most of her life in the movie theatre business. As a teenager, she worked at the family owned drive-in during the summer seasons and a former, single-screen theatre in the winter.

"After much due diligence, analyzing all the specifications, talking directly to both installers and other exhibitors, it all came down to one company – Christie – without a doubt. Word of mouth was also extremely positive, which made them the best choice," remarked DiSanto. "Christie has a first-class reputation and a superior product that ensures our customers always experience the brightest images for 3D showings."

DiSanto was extremely enthusiastic about Christie service and support. "The Christie team was fabulous. They were there every step of the way as we made our conversion to digital cinema. We are very excited with the results of our decision and plan to buy more Christie digital projectors in the very near future," she said.

"With the introduction of digital cinema technology, Cinema Centers takes their audiences into the 21st century of entertainment," noted Craig Sholder, Vice President, Entertainment Solutions, Christie. "They continue a tradition of leadership built upon the entrepreneurial spirit of its founders, by redefining the movie viewing experience for every new generation of customers. To help bring world-class entertainment to audiences everywhere, Christie supports independent exhibitors like Cinema Centers, offering them the widest range of cost-effective digital solutions at the lowest cost of operation."

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