

Cinemark, Brazil

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*Luciano Silva
Director of Technology, Cinemark Brazil*

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2012 is a year of special events at Cinemark Brazil, as Brazil's largest digital cinema chain celebrates 15 years of existence. Or rather: 15 years of innovation. Ever since its establishment, the group has been adopting new concepts and technologies to offer its customers 'much more than cinema': it was the first to install a multiplex, offer 3D cinema, establish VIP theaters and bring in Extreme Digital Cinema with large screens, superb sound and best-quality images.

Barco has been helping the cinema chain realize its mission by offering cutting-edge 2K and 4K digital cinema solutions. Why Barco? "Because it is the best product on the market," says Director of Technology Luciano Silva.

BARCO

Visibly yours

58 cinema complexes totaling 464 auditoriums in 29 Brazilian cities. Over 300 million tickets sold. Around 40 million cinema-goers in 2011. These impressive figures speak volumes; Cinemark can look back upon its first 15 years in Brazil with pride. Since inaugurating its first multiplex in São José dos Campos in 1997, it has become the largest cinema chain in the country, accounting for 30% of Brazilian cinema. The secret of its success? Its dedication to ensure that people have fun from the moment they enter the Cinemark building.

Cinemark Brazil is part of Cinemark Theaters, a leader in the motion picture exhibition industry with 461 theatres and 5,207 screens in the US and Latin America. Just like all the companies of the Cinemark holding, the Brazilian subsidiary is dedicated to being the best leisure and entertainment company in the country. To achieve that lofty aim, it offers its audience the ultimate cinema experience: the trendiest foyers, the best movies and the most comfortable theaters, equipped with the latest technology for image and sound.

A long list of firsts

"The search for innovation is in our DNA. We were the first to launch the multiplex concept in Brazil, upon our arrival in 1997. Since then we have not stopped bringing out what's new and modern in cinema," said Marcelo Bertini, president of Cinemark in Brazil, on the occasion of the chain's 15th anniversary. The list of firsts is indeed impressive. In 2006, the metropolis of São Paulo welcomed the first 3D cinema in South America. In August 2008, Cinemark inaugurated the country's first two VIP theaters, i.e. theaters with an exceptional comfort and service level (an exclusive lounge, exquisite catering, leather seats, bar service, etc.). Later came the Extreme Digital Cinema theaters with XD technology - super-sized screens, 4K projection technology and superb sound -, aimed at fully immersing the audience in their movie experience.



It's simply the best

It was in 2006, when Cinemark Brazil decided to go 3D, that Barco entered the picture. "We wanted to offer audiences 3D technology to the same high standard as the Hollywood Studios," explained Luciano Silva, Technical Director. "So we needed powerful digital projectors with a resolution of up to 2K, that ensure a premium movie experience in 3D." Silva and his team first heard about Barco via their contacts in the rental and staging market. They evaluated the solutions of several digital cinema projector providers, before choosing Barco. "It simply is the best product on the market," Silva continued. "Barco is an established market leader. In line with our strategy to offer our customers the very best cinema experience, we didn't want to settle for less than the best."

200 Barco projectors

Cinemark ordered its first DCI certified Barco digital cinema projector for the 3D theater in São Paulo. Around 200 projectors have been installed since then, in varying types to ensure a perfect match for every cinema screen. Amongst them, 40 DP-2000 products and 20 of its successors (DP2K-20C), which are suitable for screens up to 20m wide. The 98 DP2K-23B projectors at Cinemark's theaters offer ultra-bright images for theaters with screens up to 23m wide, while the 11 top-of-the-line DP2K-32B solutions offer the same exceptional quality on 32 meter-wide screens. On top of that, all Cinemark Extreme Digital Cinema theaters are equipped with Barco 4K projectors (13 x DP4K-23B and 14 x DP4K-32B).

Great products and people

Besides the image brightness, vibrant colors and high contrast levels, Cinemark Brazil praises the ease-of-use, modularity and serviceability of Barco's digital cinema projectors. "Operators really appreciate the ease of use. All the Barco projectors are easy to install, operate and even maintain. Moreover, the enhanced modularity and common design of all the different types significantly minimizes downtime: our operators can quickly diagnose the problem and resolve it," said Silva. "In fact a minimal amount of training is enough to get started, yet Barco sets up a series of great training courses after installing the projectors. All operators are enthusiastic about that introduction."

Apart from the product quality, Cinemark Brazil is delighted with the support - or rather: partnership - that Barco offers. "They are always around when support is needed but more than that, they really offer proactive support to prevent problems from occurring. We really have a great relationship with the Barco team. They appreciate our feedback on solutions and use it as valuable input for further product developments."

Pampering movie audiences

Cinemark Brazil is determined to continue expanding and further improving its performance. As the largest exhibitor of Brazil, it feels it has a responsibility to contribute positively to the development of the country's cinema market. The Barco project is ongoing. Both partners are determined to keep pampering the Brazilian cinema audience for many more years to come.