

Cine Colombia

“We don’t want to settle for less than the best”

“Technology can make or break our customers’ movie experiences. That’s why we’ve been working with Barco for four years now. We don’t want to settle for less than the best.”

Mr. Munir Falah, President of Cine Colombia



For the biggest entertainment company in Colombia, only the very best technology is good enough. That’s why Cine Colombia has been working with Barco for four years now. Featuring an impressive amount of digital Barco projectors, the group can offer its audiences the best quality movies with equally superior image quality.

The flagships of Cine Colombia are its “Mega Sala Cineco” theaters in Titan Plaza in Bogota and Cacique Mall in Bucaramanga. Thanks to the state-of-the-art Auro 11.1 cinema sound format by Barco and high-quality Barco 4K projectors, moviegoers now experience an astounding cinematic adventure. Mr. Munir Falah, President of Cine Colombia praises Barco for its easy-to-use, high-quality cinema solutions.

BARCO

Visibly yours



Barco solution and services:

- 150 digital projectors, incl. 94 DP2K and 30 DP4K projectors
- Auro 11.1 by Barco

Benefits:

- ultimate image quality
- exceptional sound experience
- serviceability of the products
- great personal service



Founded in 1927 by twenty businessmen, Cine Colombia has evolved into one of the major movie exhibition and distribution companies in Latin America. That didn't happen overnight. While growing big, the group never lost sight of some crucial success factors. Innovation, sustainable growth, corporate social responsibility, attention to local communities and great customer service: they have all helped make Cine Colombia the biggest in its field. Some impressive numbers to illustrate that fact: 36 cinema complexes, 236 theatres, over 47,663 seats and 18 million viewers.

Cine Colombia has always ensured the best quality, services and technology. Their movie theaters are equipped with high-standard technology for awesome visualization and sounds. "We have always been committed to technological development. Which is obvious, because our goal is to be one step ahead of our competitors. In other words; we want to be a technological forerunner," said President Munir Falah.

A technological forerunner

"In 2007, we were the first Colombian movie company to use a digital projector," he continued. "Technology can make or break our customers' movie experiences. That's why we've been working with Barco for four years now. We don't want to settle for less than the best."

In 2008, seven new digital projection systems were installed. From then on, the advances in technology came thick and fast. By 2010, nearly every movie theater had a digital projector. Nowadays, no fewer than 75 Barco projectors are used to provide amazing movie experiences in Colombia. That amount is to rise to 150 in the course of 2013.

150 times superb images

Cine Colombia has got a wide variety of Barco digital projectors, securing perfect matches for every cinema screen. The DP2K-15C and DP2K-23B projectors are ideal for screens up to 49 and 75 ft., respectively. The DP4K range offers the ultimate image quality. The DP4K-32, which is designed for the biggest screens (up to 105 ft.), is the brightest digital projector in its class, thanks to its highly efficient optical design and patented DMD cooling system.

Auro 11.1 by Barco: an audiovisual adventure

Exceptional image quality should have an equally exceptional audio companion. So Cine Colombia equipped both its "Mega Sala Cineco" theaters in Bogota's biggest shopping mall and in Bucaramanga's newest one with Auro 11.1 by Barco. Designed along three spatial axes (width, depth and height), rather than the two axes found in traditional surround sound,

the cinema sound format provides an immersive sound experience with sound coming from all directions. It ensures an unequalled audiovisual adventure.

The importance of trust

"Besides the quality, also the serviceability and ease-of-use of the projectors are remarkable", confirmed Alexandra Villamizar, Projection and Sound Manager at Cine Colombia. "Our operators really appreciate that. And thanks to training, we now know the equipment in depth. It enables us to fix problems quickly." Alexandra Villamizar further praises Barco's experience, expertise and after-sales services: "In those four years of our collaboration, they've always exceeded our expectations. They really feel know our needs and wants. Yes, it's a business relationship to cherish."

Future collaborations

The Cine Colombia success story is still happening. Over 1,000 employees are continuously improving, innovating and expanding the company. With the Barco project ongoing, both partners are focused on future cinema collaborations. That way, movie audiences in Colombia and beyond can continue to enjoy this magical medium at the highest level.