

# Nordic Cinema Group

Real movie-going experiences powered by Barco

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Janne Uusi-Kölli, Finnkino Oy



## Barco solutions:

- 300+ Barco digital cinema projectors

## Key benefits:

- Easy serviceability
- Low total cost of ownership
- Good support services

Become a leading cinema chain: that's surely the dream of every start-up exhibitor. Some manage to make that dream come true. In March 2013, SF Bio, Sweden's largest cinema operator (43 cinemas), merged with Finnkino Oy, the leading cinema chain in Finland and the Baltic states (24 cinemas). The result is the biggest cinema group in the Nordic region.

"Together, we gain the power to invest further so we can offer moviegoers a good selection of films and the best possible cinema experience," said Jan Bernhardsson, CEO for SF Bio and the new cinema group. The technology that helps the Nordic Cinema Group offer this exceptional cinema experience? Over 300 Barco digital cinema projectors.

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SF Bio and Finnkino Oy took the first steps to digital cinema as early as 2008. Barco was on the shortlist of their preferred digital cinema projector suppliers. While SF Bio started off with three projector brands, Finnkino immediately chose Barco for in its brand-new Flamingo Cinema in Vantaa. Both chains have become long-term Barco customers since.

We have Barco projectors, as they offer the lowest total cost of ownership.



Lennart Gabriëlsson, SF Bio

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[www.barco.com/digitalcinema](http://www.barco.com/digitalcinema)

### Trusted supplier

“A pilot project convinced us of the quality and support services of Barco,” said Janne Uusi-Kölli, Development Manager at Finnkino Oy. So the Flamingo Cinema kick-started a digital big bang, with Barco in the lead role. “There was one shorter period without Barco,” Uusi-Kölli admitted. “In 2009, we urgently needed digital projectors for our theaters in Latvia, Lithuania and Estonia. As Barco, at the time, was facing such high demand, we couldn’t but install other projectors.” As soon as Barco was back up to speed, Finnkino returned to its trusted supplier – a clear token of its trust.

### Intuitive and easy

“From the very first moment, we loved the new-generation DP2K projector that Barco launched in 2010. Our technical team was particularly enthused, as the intuitive interface and modular set-up make the projectors surprisingly easy to install and maintain. And whenever we need spare parts or support, Barco is on call.”

The speedy support and easy serviceability influenced SF Bio’s decision to fully switch to Barco too. “Running three different brands was inefficient, so since 2011 we have Barco projectors, as they offer the lowest total cost of ownership (TCO),” explained SF Bio’s Lennart Gabriëlsson.

### Lowest total cost of ownership

Compared to standard short-arc bulbs, Barco’s DP2K/4K projectors maximize light output, thereby cutting the lamp operating cost by 50%. Moreover, the projectors lower TCO thanks to the reusable filters on all air inlets. “Our cinema staff can easily clean the filters instead of replacing them. As switching lamps is easy too, they fit the projectors with the less expensive/longer life lower-wattage lamps for 2D performances, which helps save money,” Gabriëlsson continued. He further highlighted that SF Bio no longer hires projectionists, as all the cinema staff can service the Barco projectors.

### Ultimate cinema experience

The newly formed Nordic Cinema Group is home to 440 theaters, over 300 of which feature Barco projectors. Ambitious as SF Bio and Finnkino are, their number of cinemas is sure to grow. As are their investments in “the best possible cinema experience”. Barco is thrilled to support them!

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