

Kuwait National Cinema Company (Cinescape)

Trendsetter relying on the biggest, brightest digital cinema technology



We share Barco's vision for the cinema of the future: more than anything else, the cinema of the future is about treating audiences to the 'ultimate experience'.



Hisham Al Ghanim,
general manager at Cinescape KNCC

Barco solutions:

- 11 x DP-2000
- 41 x DP2K-20C
- 2 x DP2K-23B

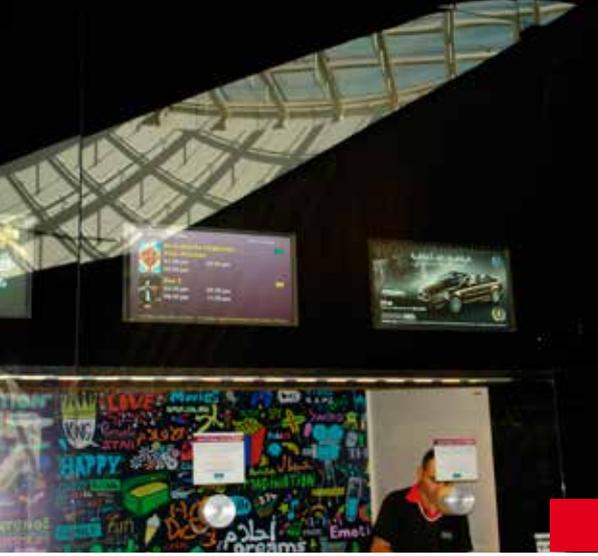
Key benefits:

- High performance and image quality
- Stability

Founded in 1954, Kuwait National Cinema Company (trading as 'Cinescape' since 2006) was the very first exhibitor in Kuwait. Its quest to be a pioneer has not stopped ever since. The group pioneered the distribution of Arabic, English and Indian movies in the Middle East. In 2003, it was the first in the region to introduce online bookings and in 2005 it started promoting mobile payments. As for the cinema technology itself, the Kuwait exhibitor has been a trendsetter too: it moved to digital ahead of the Middle East market by installing its very first digital projector in 2007. Today, the group's 54 screens are all equipped with Barco digital cinema projectors.

BARCO

Visibly yours



Kuwait National Cinema Company was rebranded into Cinescape in 2006. The new name and brand image were chosen to highlight the chain's ongoing commitment to offer the audience an incomparable entertainment experience and become top-of-mind of all Kuwaitis seeking entertainment. Today, the Cinescape group runs 13 theaters with 54 screens, all except for one located inside the region's most popular shopping malls. With 15 theaters, Cinescape's largest cinema – and the biggest in the country – is located at the 360 mall in Kuwait. It is the only cinema in Kuwait offering a 3D IMAX experience.

Adopting the biggest, brightest digital cinema technology surely helps us on our way to ensuring an exceptional experience.



Hisham Al Ghanim,
general manager at Cinescape KNCC

End-to-end, digital cinema solution

The cooperation between Barco and Cinescape dates back to 2009, when system integrator Real Image Media Technology installed the very first Barco projector at the Cinescape cinema. India-based Real Image is a pioneer in digital cinema technology: when the transition from analogue to digital kicked off in India, Real Image was the first to deploy DCI digital cinema. It chose to partner with Barco on account of the superior Total Cost of Ownership (TCO) of Barco solutions, as well as Barco's market leadership in the digital domain. Since then, Real Image has offered exhibitors an end-to-end digital cinema solution that bundles Barco projectors with the Qube digital cinema servers from its subsidiary Qube Cinema.

Simply the best

"The choice of Barco and Qube was easy," said Hisham Al Ghanim, general manager at Cinescape KNCC. "We compared several digital systems and then decided to adopt Real Image's offering." The reasons for choosing Barco included the innovative, high-quality digital cinema technology and the reliability of Barco solutions.

First, biggest and brightest

"Cinescape was the very first exhibitor in the Middle East to offer its audience a digital cinema experience and we can't think of a solution that better fits our high-quality image," Hisham Al Ghanim continued. "The image quality is bright and we get excellent support. Moreover, we share Barco's vision for the cinema of the future: more than anything else, the cinema of the future is about treating audiences to the 'ultimate experience'. Cinescape has done that ever since its existence. Adopting the biggest, brightest digital cinema technology surely helps us on our way to ensuring this exceptional experience."

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