

# Cinemas going high definition digital for advertising

With international standards and benchmarks now established for high definition digital, cinema advertising company Popcorn is currently installing state-of-the-art 1.6K digital projectors and DCMP1 Black Boxes at 30 select Nu Metro complexes and key independent cinemas nationwide.

"The test phase is well under way and is progressing very well," says Marisa Torrani, director of Cinevation, the company responsible for Popcorn's sales and marketing. "We will be ready to screen digital advertising material at a variety of our top cinemas from Friday 3 August 2006."

Commenting on the quality, Lawrence Trent, Popcorn's general manager: operations says, "The minimum international specs, as determined by the Screen Advertising World Association (SAWA), are 1.3K. To ensure the best possible quality standards for our clients, Popcorn elected to far exceed that requirement with the very latest 1.6K projectors available.

"Although their function is to screen advertising, we were encouraged to hear that the quality is so good that they have the capability of screening feature movies. In addition, the DCMP1 Black Boxes that will accompany the 1.6K projectors can exhibit all high definition formats, with mpeg 2 being the minimum spec."

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