

Larger than life gaming

Nu Metro Theatres and Cinevation have joined forces with Microsoft to launch a big-screen Xbox 360 gaming competition to be held at selected Nu Metro cinemas in December this year. "What makes this promotion unique is that the finals will be played on cinema screens making the visuals and sound larger than life - a mind-boggling experience for any gaming fan," says Marisa Torrani, director of Cinevation.

From 8 - 20 December 2006, Xbox 360 gaming consoles will be placed in Nu Metro foyers at Canal Walk in Cape Town, The Pavilion in Durban, Menlyn Park in Pretoria and Montecasino in Johannesburg. Cinema-goers will have free access for the day to test their Xbox Project Gotham Racing skills and then register their top score.

Those with the highest scores will be invited to compete in a big screen grand finale in each region on Saturday 23 December. Regional winners will each walk away with an Xbox 360 and games.

Says Nu Metro's Gavin Caseley: "Gaming is one of the fastest growing sectors of the entertainment industry worldwide. The December gaming competition will enable Microsoft to demonstrate leading edge gaming technology in large format and for Nu Metro Theatres to showcase its advanced digital projection platform."

Adds John Press of Microsoft, "The Xbox 360 is about next generation gaming and what better way to experience the benefits of this next generation than on the Big Screen!"

Cinevation handle the sales and marketing for Popcorn, the company responsible for Nu Metro's cinema advertising sales.

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