

ODEONDIGITAL

THE FUTURE OF CINEMA IS HERE

Welcome to the Odeon Cinema, Surrey Quays...

ODEON DIGITAL

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Odeon / UCI background

The Digital Beta Test

Marketing

Examples of using Digital at Surrey Quays

Tour of projection boxes



Odeon / UCI – the market leaders in European Cinema



Merged late 2004



UCI cinemas in UK re-branded as Odeon

Operations in UK, Ireland, Spain,
Germany, Austria, Italy and Portugal

Beta test commenced early 2007



Odeon cinemas: Surrey Quays and Hatfield



9 screen 'commercial' multiplexes

Surrey Quays

Doremi Servers installed by Arts Alliance

Cinemacchanica projectors



Hatfield

Kodak management systems

Dolby show-players when they became available





Installation

Basics:

- Physical access
- Training technicians

Minimal negative effect on customers / Zero loss of shows

Generally smooth transition

Parallel running digital and 35mm available but not required

Issues:

- Key delivery
- Hard drive delivery



Technical success

Communication:

- Monthly site meetings
- Remote monitoring



Next steps

Test moving forward both sites

Covent Garden now fully digital (75% content)

Roll out to circuit

Alternative content / 3D



Marketing the digital experience

T-Shirts, banners, leaflets, posters, on-screen

Logo to differentiate Digital product:

- Website
- Weekly posters
- Listings
- Additional POS

Customer feedback

100% positive



Exploiting Digital

Expanding capacity and
customer convenience

Extending length of booking

Overlapping times to increase
capacity per show

Screening more product

Making the cinema an event
venue

**CATCH SPIDER-MAN
HERE IN DIGITAL**

BE THE FIRST TO SEE
"SPIDER-MAN 3" IN DIGITAL
AT ODEON SURREY QUAYS

Tickets on sales now for all
performances from Friday 4th
May to Thursday 10th May
Book now to avoid disappointment

ODEON.CO.UK 0871 22 44 007

ODEON
FANATICAL ABOUT FILM

Spiderman 3

All 9 screens

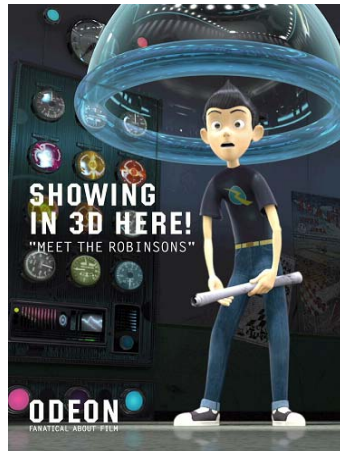
30 shows daily

half hourly screenings

World premiere of
the first 'Digital'
African film



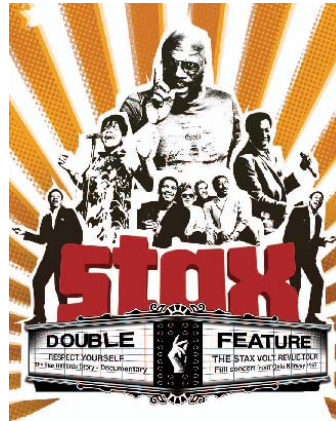
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Meet The Robinson's
Nightmare Before Christmas
Beowulf
U23D
Hannah Montana



Special Events
Previews
Live sports
Opera
Concerts



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Thank you for listening

...enjoy the rest of your conference

There will now be a coffee break and a tour of the projection boxes