

Forum Cinemas

Barco's Laser Flagship technology triggered an immediate 'wow'

When asked whether laser projection would make them go more to the movies, a smashing 77% of survey respondents said yes!



KEY BENEFITS

- **Unsurpassed image quality: brightness, resolution, contrast**
- **Low Total Cost of Ownership**
- **Creates competitive advantage!**

Can Barco's laser technology truly add value for cinema exhibitors? We asked Kirstjan Congo, CEO at Forum Cinemas, and his customers. The answer was a resounding 'YES!'

"The laser projector that we integrated into our new, premium theater in Tallinn offers much greater value than expected," Kirstjan Kongo confirmed. "Our audience is really enthusiastic about the unsurpassed image quality. With this top-of-the-range theater, including laser technology, we can truly live our mission: to offer the very best cinema experience."

As we did not want to take Kirstjan's words for granted, we launched a survey among the moviegoers in Tallin. The results are heartening!



With 70 screens in ten cinemas in Estonia, Latvia and Lithuania, Forum Cinemas is the biggest chain in the Baltics (58% market share). It has always been the most forward-looking exhibitor in its region too. In both respects, Forum Cinemas fits perfectly with the strategy of Nordic Cinema Group (NCG), to which it has belonged since 2013. Just like the other NCG chains – SF Bio, SF Kino and Finnkino –, Forum Cinemas is on a mission to create a better and more entertaining cinema experience for everyone. Hence its recent choice to convert its main theater at Coca-Cola Plaza, its flagship cinema in Tallinn (Estonia), into a premium movie hall.

Intensify the cinema experience

Coca-Cola Plaza is the pride of Forum Cinemas. In 2015, Kirstjan Kongo and his team decided to upscale the largest of its 11 theaters to improve and intensify the cinema experience. "Our plans were not really that lofty at the start," he says. "We wanted more comfortable seats, a more sophisticated atmosphere and 4K projection. After a few brainstorming sessions, we agreed to kick it up a notch by adding a large screen and the best sound and image quality available."

An immediate 'wow'

As NCG's trusted digital cinema partner, Barco demonstrated its DP4K-60L Flagship Laser projector. It triggered an immediate 'wow'. "The laser technology definitely produces a noticeably superior image to lamp-based projectors," Kirstjan confirms. Besides the unequalled image quality, the low Total Cost of Ownership of Barco's laser technology further supported his decision to go laser. Lasers last much longer than traditional projector lamps and aren't as fragile, thus dramatically lowering operating costs.

Image quality? 50% gives a score of 5/5

A few weeks after the laser premiere, it was already crystal-clear that going laser was a good choice. Kirstjan: "That's what we see and that's what customers tell us. The price to view a movie in our top-class theater is slightly higher, yet everyone seems to happily pay a bit more to enjoy this exceptional movie experience."

A survey amongst moviegoers at Coca-Cola Plaza confirmed what Kirstjan had hoped and heard: the value of Barco's Flagship Laser projector shines bright. When asked to rate the image quality on a scale from 0 to 5, laser technology got a brilliant 4.4. Half of the respondents actually gave the top score of 5/5! The survey participants said they don't mind the slightly higher ticket price for a movie screened with laser. When asked whether laser projection would make them go more to the movies, a smashing 77% answered yes!

Leapfrogging the competition

In the near future, Forum's 'SCAPE' premium theater concept will be rolled out to NCG theaters in Riga and Helsinki. And as behooves a frontrunner, the group might consider introducing Barco's laser phosphor solutions in smaller theaters, in the future. "This concept helps us rise miles above the competition. Never before have we come this close to our mission of delivering the ultimate cinema experience," Kirstjan concludes.

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Kristjan Kongo,
CEO Forum Cinemas

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