

Christie Powers World Premiere of 'X-Men' at the Jacob Javits Convention Center

Written by Australian Business

NEW YORK, NY, May 11, 2014 **/24-7PressRelease/** -- Christie has been selected by preferred partner Digital Media Systems (DMS) to provide the 3D digital cinema projection technology for the world premiere of 20th Century Fox's film X-Men: Days of Future Past on Saturday, May 10. DMS will transform the River Pavilion at the Jacob Javits Convention Center into a state-of-the-art, fully equipped theater to screen the highly anticipated X-Men sequel, with two Christie Solaria Series digital cinema projectors lighting up a 26-foot by 62-foot screen with bright, vivid images and 4K resolution.

Directed by Bryan Singer, X-Men: Days of Future Past is the seventh motion picture in the X-Men series and boasts an impressive cast, including Hugh Jackman, Jennifer Lawrence, Halle Berry, and Matthew Vaughn. The world premiere will be a star-studded extravaganza with the red carpet and audience featuring some of the film's stars, other A-list celebrities, and nearly 1,500 additional viewers.

20th Century Fox chose Digital Media Systems, its primary East Coast projection and sound team, to provide the technical support, integration, and installation for the film's debut. A preferred Christie partner, Digital Media System's long-standing relationship with Christie gave it complete confidence in installing Christie Solaria Series projectors to bring X-Men to life on the big screen with stunning 3D visuals.

"The River Pavilion presents a challenging layout for the event, as all of the equipment, including seats, projection, drapes, and sound systems, needed to be brought in to create as close to a theater auditorium experience as possible. In selecting the projection system, we knew we could count on Christie's powerful technology to come through for us," said Gregg Paliotta, president and owner of Digital Media Systems. "With the projection booth over 140 feet away from the screen, Christie Solaria projectors will light up the screen flawlessly with sharp, vivid 3D images to capture every action-packed minute."

"We are pleased that Digital Media Systems trusted Christie to fully immerse the audience in the 3D world of the X-men," said Kathryn Cress, vice president, global & corporate marketing, Christie. "Movie premieres are a great opportunity for Christie to showcase its superior digital cinema technology, and we are confident that our projectors will provide the reliability and flawless visual quality that is needed at such a high profile event."

In order to provide the high brightness, high resolution, and rich saturated colors needed for the premiere, Digital Media Systems will converge the light from two 4K Christie Solaria Series CP4230 projectors to produce seamless 3D images on the giant screen. This superior 4K projection solution features the Christie 4K+4 advantage, which includes maximum performance

for 3D and Christie Pixel Track technology for optimum image quality.

About Digital Media Systems Digital Media Systems, Inc. represents the motion picture post production, distribution and exhibition communities for complete projection and sound services. It specializes in equipment and engineering support for world premieres and event screenings. It also provides multiplex and screening room installation service and maintenance. For more information, visit <http://www.dmediainc.com>.

About Christie Christie Digital Systems USA, Inc. is a global visual technologies company and is a wholly-owned subsidiary of Ushio Inc., Japan (JP:6925). Consistently setting the standards by being the first to market some of the world's most advanced projectors, complete system displays, and cinema audio solutions, Christie is recognized as one of the most innovative visual technology companies in the world. From retail displays to Hollywood, mission critical command centers to classrooms and training simulators, Christie display solutions and projectors capture the attention of audiences around the world with dynamic and stunning images, accompanied by awe-inspiring sound. Visit <http://www.christiedigital.com>.