

Arena Film City

Industry: Leisure

Technology: Video



The Client

Arena is a Swiss cinema chain. In March 2007, it opened its latest cinema complex in Zurich, Switzerland.

The Challenge

Arena wanted its new cinema to be sleek and modern. Its eventual design included 90 digital screens which were to be scattered throughout the cinema complex. Arena wanted to distribute high-quality content simultaneously to these screens in several different locations. There were to be screens in the lobby, in the concession stands and in the bathrooms. The screens would showcase coming attractions as well as other promotional material.

The Solution

Ad Notam, a Swiss company who specialise in delivering moving images with sound on mirrors and glass surfaces were called in to install the system. They originally turned to VGA cable but it was unable to deliver quality images over the distances required. Subsequently, they recommended the use of the Black Box Video Display System (VDS) and VGA Data Transmitter (VDT). The VDS is the quickest and most efficient way to transmit rich multimedia content in real-time from the player to multiple displays. The VDT is for screens which need to be connected directly to the source and is the most reliable way to ensure real time delivery of rich, dynamic content without burdening the network.

The Benefits

Moviegoers get a genuine thrill from seeing screens in unusual locations such as the lobby floor and in the bathrooms. The system is easy to update and so features multimedia content that is always fresh. Minimal supervision and maintenance is required.