



CINEMA NEWS

Welcome back Cine-thusiasts,

2023 flew by with some incredible movies in the mix. Congratulations to Barbenheimer on their impressive box office numbers in tandem and recent Golden Globes wins!

The future of cinema is here and it's big, bright, and bold.

We're here to explore it with you as we debut our fastest and most advanced IMB to date and learn more about the minds behind the magic.



Mike Perkins, Principal product developer

Academy Award winner Mike Perkins generates concepts that shape the future of cinema: from digital cinema, energy efficiency, and now mainstream HDR.

[See what's next on the horizon](#)

Ben Wagner, Sr. director, program management

Ben leads our program managers to deliver the most advanced cinema technology with the lowest TCO. Learn how he's leading his team's expertise toward exhibitors' needs

[See how he does it](#)



Jim Dukes, senior product manager

Jim played a vital role during the adaption from film to digital. Now, he works on the forefront of the Xenon to laser refresh, keeps the community well informed, and helps exhibitors make the switch. [Read the full interview](#)

Advanced cinema takes the box office by storm!

You saw Avatar: The Way of Water, Wanka, Wish, The Marvels, and Aquaman: The Lost Kingdom, but did you see them in 4K, 3D, and HFR? Did you see them on a CINITY projector? If you did, you know the difference it makes to audiences experiencing the phenomenon.

With Oppenheimer's many awards, Top Gun: Maverick's individualism racking in a billion dollars, and many of the franchises coming to a close. It's become clear that a new wave of audiences hunger for something new. We're focused on innovation that supports your focus on audiences: because a great way to keep people entertained as they enjoy on-screen storytelling is with stunning visual projection.

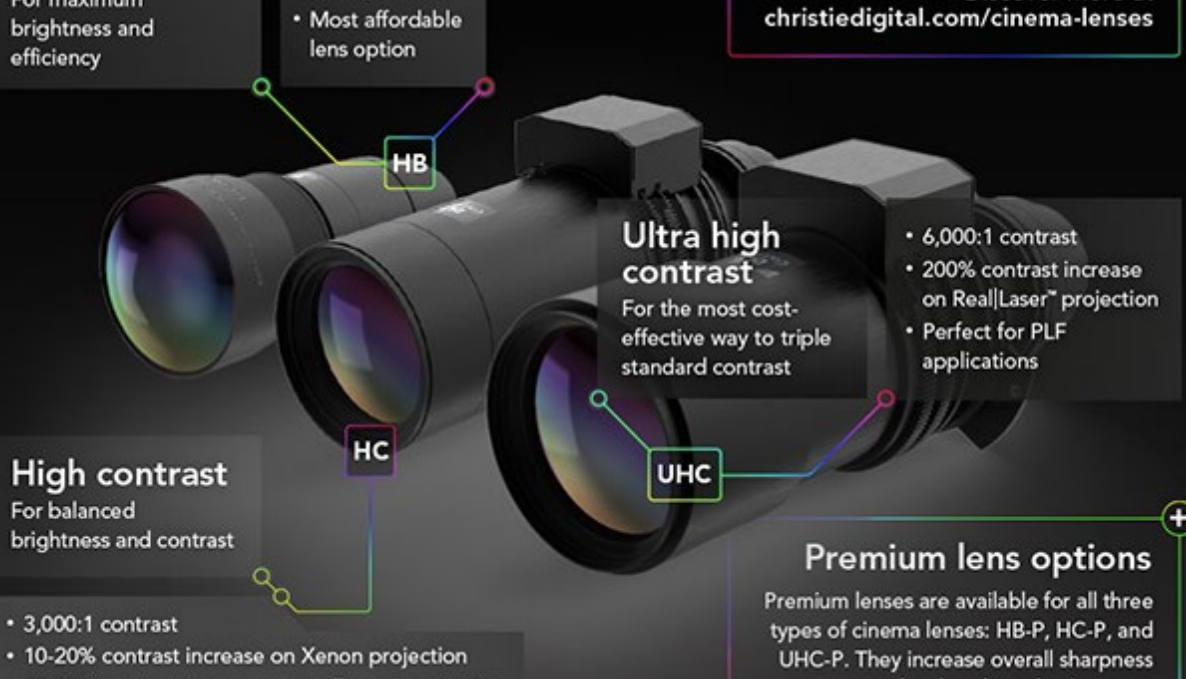
Advanced cinema. We keep pushing forward. Whether it's our dual PLF projectors as part of the CINITY system or a dual CP4455-RGB setup with Mystique Cinema, exhibitors can now deliver 3D, 4K, 120fps with HDR and many more benefits.

Get your theatre ready for the biggest blockbusters

Avatar 3 and 4 are coming in the next few years. And you know each film will become more technologically advanced than the last. So, join us in the future of cinema with Christie CineLife+.

[Discover advanced cinema](#)

What's the difference between HB, HC, and UHC lenses?



High brightness
For maximum brightness and efficiency

- 2,000:1 contrast
- Most efficient lens option
- Most affordable lens option

Discover more at christiedigital.com/cinema-lenses

High contrast
For balanced brightness and contrast

- 3,000:1 contrast
- 10-20% contrast increase on Xenon projection
- 30-40% contrast increase on RealLaser™ projection

Ultra high contrast
For the most cost-effective way to triple standard contrast

- 6,000:1 contrast
- 200% contrast increase on RealLaser™ projection
- Perfect for PLF applications

Premium lens options
Premium lenses are available for all three types of cinema lenses: HB-P, HC-P, and UHC-P. They increase overall sharpness and reduce lateral color error.

How to: FIND THE RIGHT CHRISTIE® CINEMA LENS FOR YOU

What's coming up next in 2024?

We're bringing you a new world of cinema! Certainly, you noticed the new layout of our cinema newsletter, and that's not all.

We built new social profiles to better engage with our audience, new advancements to deliver more affordability options, and new programs to better serve the market. Beyond color and contrast, the true magic of cinema is the people that make it possible.

As always, you can find us at the industry trade shows where we'll happily to take you to a new world of cinema!

[See our upcoming events](#)



Putting CINITY on the map

Join theatres around the world in seeing, feeling, and living the CINITY experience.

[Learn more about CINITY](#)



Have you seen our new cinema trailer?

Play our new Technology That Loves Cinema trailer in your theatre.

[See it now](#)



Better projectors for a better planet

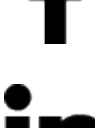
The most efficient cinema projectors are now available for all brightness levels.

[See them all](#)

Keep up with Christie as we create a whole new cinema environment in 2024!



Have specific product application questions? [Christie Products and Solutions Facebook group](#) has answers



Join our [LinkedIn cinema showcase](#) page to have all your cinema content in one place.



See our products in action on our [Christie Instagram profile](#).



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