

HMV Hammersmith Apollo cinemas

Barco projectors ensure an exceptional entertainment experience

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On 18 November 2009, the London-based HMV Hammersmith Apollo venue hosted the premiere of “Take That Presents: The Circus Live”, a DVD documentary of the boy band’s record-breaking 2009 reunion tour. Attendees to the event were thrilled to see the popular band members present their DVD live on stage. Equally impressive, though, was the movie itself on the brand-new, 22-meter-wide cinema screen, the largest in central London. Barco and its dealer, Future Projections, equipped the theater with a dual-stack Barco DP-2000 projector that ensures unequalled brightness, exceptional reliability and 3D capabilities.

In addition to the HMV Hammersmith Apollo, the boutique cinemas of the HMV Group too feature high-quality, digital Barco projectors.

BARCO

Visibly yours

Louis Armstrong, The Beatles, David Bowie, Bruce Springsteen, Franz Ferdinand ... name an artist who was famous between the 1930s and today, and the odds are that (s)he has performed at the London Hammersmith Apollo theater. Opened in 1932 as the Gaumont Palace cinema, the theater, in true Art Deco style, is a legendary venue in London's entertainment world. In 2009, it was acquired by HMV Group, the UK's leading specialist retailer of music, film, games and books, and renamed HMV Hammersmith Apollo.



The roots of the HMV (His Master's Voice) Group date back to 1921, when its first record shop opened in London's Oxford Street. Today, the group has over 400 entertainment stores in the UK & Ireland, Canada, Hong Kong and Singapore. With the acquisition of 10 live venues in the UK, including Hammersmith Apollo, HMV Group wishes to offer an all-in-one entertainment package. Its plans for HMV Hammersmith Apollo were ambitious. Besides the live music gigs, theater and comedy shows, the legendary building had to be able to host screenings, premières and even corporate events.

Bright images and 3D compatibility

"Hammersmith Apollo started in the 1930s as a cinema, but the last movie was projected way back, in the late 1970s. HMV wanted to bring back the venue's cinema facilities," explained Future Projections' Peter Hall. "The project presented a unique technical challenge. The group wanted a premier standard digital-cinema solution that would allow bigger and better film premières than any theater in London's West End. In addition, it had to be flexible enough to be used for both corporate and theater productions and offer future 3D support. As the display would mostly be used for one-off events, absolute reliability was a must."

Compact, yet powerful

HMV Group contracted Future Projections and Barco in view of their dedication to high-quality, reliable projectors and their high service commitment. Hall also points to the compactness of the Barco system, as a key decisive factor: "The Hammersmith Apollo building was listed, so any work that would alter the building was strictly prohibited. The Barco projectors perfectly fit that requirement as they are compact, yet powerful devices, and stackable."

Low Total Cost of Ownership

Future Projections and Barco advised HMV Group to install a 3D large-screen solution, featuring a dual-stack Barco DP-2000 projectors to ensure system redundancy. Powered by Texas Instruments' proven DLP Cinema® technology, the 2K projectors ensure perfect reproductions with consistent brightness, contrast and vibrant colors, even on large screens. The completely sealed – and hence dust-free – engine, the advanced DMD cooling that extends engine lifetime and the low lamp running costs ensure a cost-effective solution.



Mixed usage

The digital cinema solution at Hammersmith Apollo went live in early November 2009, just in time for the première of the Take That DVD - HMV's first cinema screening in 25 years. A month later, former Led Zeppelin leader Jimmy Page introduced 'It Might Get Loud', a documentary on the electric guitar featuring himself, the Edge (U2) and Jack White (The White Stripes). In February 2010, Hammersmith Apollo hosted the world première of "The Infidel", featuring live stand up comedy and the world renowned Compton cinema organ. The trials with 3D images, PowerPoint presentations and Bollywood movies that followed, proved how the renovated Apollo is fully up to its new role of combining rock 'n roll with movies and corporate events.

Exceptional entertainment experience

In the meantime, Barco and Future Projections have also cooperated with the HMV Group to install Barco DP 1200 projectors in its first 'boutique cinema' at Wimbledon, UK. "HMV and Curzon Artificial Eye are using untapped floor space in HMV stores to bring quality digital cinema to the heart of local communities," said Peter Hall. "The Wimbledon cinema – the trial venue for the new concept – is the UK's first all-digital cinema. Two more theaters are under construction and if all goes well, 25 extra venues are on the agenda. We are really pleased to help this group offer an extraordinary entertainment experience, both at the Apollo and at its new cinemas."