

Korona cinemas, Japan

Ultimate projector reliability in Japanese movie theaters



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Kazuhiko Shinobe,
Business Strategy Division Manager
Korona, Aichi, Japan

Korona was established in 1926 in the Aichi prefecture (Japan) as a single movie theater. This served as the foundation for the biggest independent cinema company in Japan, operating 17 cinema complexes 158 screens – including karaoke halls, restaurants, bowling alleys, coffee shops and spas – around the country. The total workforce numbers 5,000 people.

With digital 3D movies gaining rapidly in importance, Korona wanted to equip 23 of its cinema theaters with this new technology. After considering a number of options, the company decided that Barco’s DP2K series digital 3D projector was the best choice. The decision was not only based on the superb picture quality, but also on the easy maintenance and low cost of ownership of Barco’s solution.

BARCO

Visibly yours



An ever-increasing number of blockbuster movies are filmed in 3D, adding an additional layer of spectacle to the on-screen action. The tremendous success of these movies is forcing movie theaters around the world to adapt to this new standard as fast as possible. In Japan, a country known for its love of new technology, the demand for 3D projection is even higher and movie complexes are investing heavily in equipping as many theaters as necessary with digital projectors.

As one of the biggest independent movie complex operator in Japan, Korona wants to offer its visitors the ultimate movie experience. In line with its mission to provide a new era of entertainment for everybody, the company monitors the trend towards 3D movies closely. In August 2009, Korona was convinced that the general public really wants to see digital 3D movies. With a considerable number of potential blockbusters announced, Korona decided to upgrade 23 of its theaters with digital 3D projectors. Kazuhiko Shinobe, Business Strategy Division Manager of Korona, explains: "Living up to our lofty ambitions to deliver high-quality entertainment, we were looking for the best digital cinema solutions on the market. A number of options were examined, but we decided to go for the Barco DP2K series."

The ultimate image quality

Barco designed the DP2K series to provide the ultimate movie experience. Projecting consistent picture brightness, rich contrast and vibrant colors onto cinema screens, these DLP projectors bring the best possible image quality to any movie screen. Being the brightest 3D projector available on the market, the DP2K series offers great versatility. Additionally, the DP2K comes in a number of formats, which means there is a projector available for every screen size. The compact form factor and appealing price setting are other points in favor of this solution.

More than the best images

In Korona's view, image quality obviously was a very important aspect in their choice for Barco's DP2K series, but the company also took many other criteria into consideration. "What impressed us most about the Barco DP2K series, was the ease of maintenance," said Kazuhiko. "This really made the difference for us." The projectors have an easy-to-use, fully modular architecture, which significantly cuts downtime, allows for a minimum stock of spare parts and speeds up technicians' learning curves. All core components are designed for easy serviceability and an extended product wear life.

Barco lets the show go on

"After using the Barco projectors for ten months now, we are convinced we have made the right decision. With standard hours of operation of the digital projectors from 10 AM to 3 AM the next day, the projectors are really pushed to their limits. Downtime is however not an option, as this would completely ruin both the moviegoers' experience and our schedules. That's why the easy maintenance and high reliability of the DP2K are such crucial factors which have proved their worth. Thanks to Barco, the entertainment does not stop. Projecting more digital 3D movies will also contribute to our revenues. As digital 3D cinema is ever gaining in importance, we expect sales to go on rising. In April 2010, we already had 30% more revenues for 3D movies than in the previous April, and that with only 11 screens equipped with Barco DP-1500 and DP-2000. It is therefore our ambition to expand the number of theaters with DC projectors in the near future."