

## **Press Release**

**6 December**

### **3D COMES TO BLUE ROUTE**

Blue Route movie fans will be able to experience astounding digital 3D visuals and booming surround sound, when **Ster-Kinekor Blue Route** opens their state-of-the-art 3D cinema on Friday 10 December.

With Ster-Kinekor being the country's largest cinema chain that also launched 3D into South Africa, the new 3D cinema technology at Ster Kinekor Blue Route is a completely redeveloped and improved version of the medium; a vast improvement on the "blue-and-red 3D glasses" format from the late 1970s.

3D movies are now projected onto the big screen using specialized digital projection equipment. This technology enables viewers to experience the multi-layered images with modern new monochrome spectacles that respond to the different film layers, combining to create the three-dimensional images with depth, full colour and High Definition digital-quality. The new digital 3D content also incorporates a multitude of digital surround sound channels to offer a cinema experience that is often even more 'real' than reality itself!

3D has been hailed worldwide by industry insiders and moviegoers alike as the future of cinema, redefining the way in which movies are enjoyed. AVATAR recently proved the success of 3D cinema by shattering box office records to reach the status as the most popular and highest-earning movie of all time internationally.

As more and more film studios produce 3D content, and following AVATAR reaching the status as the biggest movie of all time, Ster-Kinekor is responding to the massive public demand by also giving our fans around the country the opportunity to submerge their senses in the revolutionary 3D experience. 3D cinema is fast becoming the norm, as opposed to the exception. Digital 3D cinema offers audiences a brand new eye-popping

sensory adventure, again affirming the big screen as the premier 'Happy Place' to escape from reality.

Blue Route's new 3D experience will premiere with the release of the highly anticipated NARNIA: VOYAGE OF THE DAWN TRADER - enhancing the cinema experience like never before; with viewers feeling that they are a part of the action on screen.