

CineMARK doubles number of digital screens

Eleven months after introducing digital projectors in selected cinemas throughout South Africa, leading cinema-advertising agency CineMARK has more than doubled its digital facilities to include an additional 30 screens in some of South Africa's most frequented cinemas.

Says Andre Frauenstein, Sales Manager, CineMARK: "In July last year, we tested the market with 22 digital projectors in well patronised theatres and are thrilled with the response from advertisers who have screened over 3 000 digital commercials. Spiralling up from a zero base to over 3 000 digital commercials in less than a year convinced us that the medium has a place in the media mix."

The demand for digital projection has steadily increased since CineMARK introduced the concept, calling for the installation of a further 30 digital projectors, in some of the major cinema sites across the country.

New Digital screens have been placed at the following locations:

- The Zone in Rosebank
- Cinema Nouveau Rosebank
- East Rand Mall
- Westgate
- Kolonnade
- Pretoria North
- Cavendish Cineplex
- Cinema Nouveau Cavendish
- Canal Walk
- V & A Waterfront
- Gateway KwaZulu Natal
- Mimosa Mall (Free State)

In addition to the implementation of new screens with digital capabilities CineMARK have relocated some digital projectors into larger capacity cinemas to accommodate escalating demands. These include:

- Cavendish Cineplex
- The Glen
- Pavilion
- Gateway

Trevor Omerod, CineMARK CEO asserts, "Digital technology makes cinema advertising more affordable reducing production and distribution costs. It also shortens production lead times and opens up cinema for the local shop on the corner. Digital facilitates up to the minute changes ensuring campaigns can be localised or otherwise altered to suit the advertiser's needs. We are delighted with the progress of digital cinema advertising and are confident we will continue to achieve favourable results."

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