



Give your theatre's business  
**AN EPIQ BOOST!**





## MOVE FROM LARGE TO EPIQ

**With the Qube EPIQ premium large format, your audience will truly experience every movie, not just watch it!**

Discerning audiences look for a special experience when they step out to see a movie. One sure way to keep audiences coming back to your theatre is with superior picture and sound quality, comfortable seats and well-maintained amenities – the perfect combination that makes going to the movies an amazing experience.

To make your theatre the first choice, you need to take the cinema-going experience to the next level – from good to EPIQ!

## WHY PLF?

### Why you need a Premium Large Format screen?

Movie exhibition has grown bigger and better over the years, from 70 mm and Cinerama to digital Premium Large Formats. A giant screen adds drama to our larger-than-life movies. A larger image, better picture quality, and excellent immersive sound provide audiences with a breath-taking experience that simply cannot be replicated outside the cinema theatre. This is reflected in the worldwide growth of PLF from under 1,000 screens in 2017 to around 3,500 screens in 2019. And this number continues to grow!

A well-designed Premium Large Format screen can provide the highest level of cinematic experience. In an era when it's critically important to achieve higher collections in a shorter timeframe, PLFs are preferred by distributors across the world as they have larger seating capacities and the ability to attract premium audiences, thus bringing in about 35-45% higher collections.

### Introducing Qube EPIQ

EPIQ is a Premium Large Format offering from Qube Cinema, a pioneer in the Indian entertainment business. The company has brought multiple revolutionary technologies to India and has been instrumental in transforming the movie industry forever – first with computer-based non-linear editing from Avid Technology; then with digital cinema sound from DTS; and more recently with its own Qube digital cinema system.



# WHY EPIQ?

## What makes Qube EPIQ the perfect choice?

At Qube, we understand the economics of the movie business in India and we appreciate all of the technical considerations that are needed to make a screen, not just good, but great. Qube EPIQ uses digital cinema's native aspect ratio of 1.89 which makes for a larger, more impactful cinematic presentation. An excellent in-house team with vast and varied experience provides the best design services for your theatre and works closely with you from start to finish. And of course, Qube ensures a constant supply of content and provides the best technical support in the industry.

The Qube team works with the specific needs of each location, taking into account local market considerations and the size of the property, to ensure that each Qube EPIQ screen brings the best possible movie experience to the audience.

**QUBE**

Everything we do is backed by Qube's legacy of over 15 years of digital cinema experience across the world. With our expertise in technology development and integration, content mastering, cinema advertising, and the digital cinema deployment business, we are ideally positioned to design, execute, support and provide content for your EPIQ journey.

# EPIQ

P r e m i u m   L a r g e   F o r m a t







## THE QUBE EPIQ EXPERIENCE is delivered using multiple cutting-edge technologies

Qube Xi digital cinema servers for secure, reliable and faithful movie reproduction at up to 2x the bitrate of DCI content and capable of up to 120 fps HFR playback.

High brightness Barco RGB laser projectors for unmatched picture quality with high dynamic range, brighter pictures, increased contrast and a wider color gamut for the ultimate viewing experience.

Dolby ATMOS sound system with up to 64 discrete channels for the most immersive cinema audio experience.

Electronic content delivery through Qube Wire for on-time deliveries every time!



# CONTENT

## Qube Mastering

Local content for the Qube EPIQ format is provided by one of the largest digital cinema mastering operations in the world, with an impressive track record of supporting theatres with on-time, high-quality content. The Qube team works closely with production houses to achieve stunning picture and sound quality on the EPIQ format.

## Qube Wire

Hollywood studio content and specially mastered local content for EPIQ are delivered through the Qube Wire network which uses cloud-based content storage and distributed delivery mechanisms to ensure the fastest and most reliable content and key delivery possible.



## V Celluloid's 100 feet wide EPIQ PLF Screen at Sullurpet, Andhra Pradesh, India

Qube's first EPIQ screen, V EPIQ – the largest cinema screen in South Asia and amongst the largest in the world – was launched at Sullurpet on August 29, 2019. The main screen at this greenfield site is over five stories tall, an impressive 100 feet wide and seats 656 people. The first two movies released on this Qube EPIQ screen, *Saaho* and *Sye Raa Narasimha Reddy*, had an overwhelming response from the audience and recorded 93% and 95% average occupancy respectively in their first 10 days. Nearly 100,000 people watched movies in the V EPIQ complex in just the first 6 weeks!

V EPIQ brings the premium theatre experience to the population centers of Sullurpet, Sriharikota and Sri City. This 3-screen theatre owned by V Celluloid presents the best design, technology, and facilities for the enjoyment of truly passionate cinema audiences. The V EPIQ complex has a wall-to-wall, floor-to-ceiling screen, immersive sound and stadium seating, with every seat optimized for the best viewing experience. The state-of-the-art technologies that make this EPIQ screen amongst the best in the business include 4K RGB laser projection with a 1.89 aspect ratio, razor-sharp images, higher brightness, increased contrast and a wider color gamut. The screen also features Dolby Atmos Immersive Audio with 54 discrete channels and 86,000 watts of RMS power.



# START YOUR EPIQ JOURNEY

**with Qube Design** *(a division of Qube Cinema Technologies)*

If you want your theatre to be the first choice, you need experts who understand local market dynamics, cinema technology, and your audience. Qube Design provides exhibitors in-depth guidance on theatre design and technology as well as recommendations on the ideal vendors for each project's unique needs. The Qube Design team is backed by a company with a history of innovative products and services and vast experience in transforming the cinema industry.

Qube Cinema Technologies has over 30 years of industry experience and a perfect understanding of the requirements for cinema design. The core design team has been a key part of many firsts in India, from the first THX-certified surround sound mix studio to the first Dolby certified immersive audio mix studio in the country. Qube Design has also designed and integrated South Asia's largest theatre, with a 100-foot wide screen. Qube Design's experience ranges from audio recording studios to immersive audio mix stages to preview theatres to home theatres to multiplexes and of course PLFs.

The Qube Design team would be happy to collaborate on projects of any magnitude, with designs that can provide audiences the highest quality immersive cinema experience possible.

## **Qube Design's Services** include:

Providing design factors for good cinema construction

Space design

Acoustic design

Seating design

Lighting design

Projection/screen design

Audio configuration and speaker position design

Automation design and configuration

Integration and calibration to perfection

Certification





# The Qube Promise

Qube's promise for EPIQ is from design to exhibition, to ensure that audiences have the ultimate movie experience while exhibitors achieve an excellent return on their investment.

**QUBE**

**We invite you to start your EPIQ journey with Qube Cinema.**

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