



CINEMATIC SUCCESS FOR MUSE

BEFORE A GENERAL 2K SCREENING IN 200 ITALIAN CINEMAS AND 700 WORLDWIDE A WEEK LATER, A PREVIEW 4K SCREENING OF *MUSE LIVE AT ROME OLYMPIC STADIUM* (A CONCERT BEFORE 60,000 FANS RECORDED IN ULTRA-HD IN JULY) WAS PREVIEWED IN JUST TWENTY CITIES WORLDWIDE. OUTLINE PROVIDED THE CINEMATIC SOUND REINFORCEMENT TO ENHANCE THE LIVE CONCERT SCREENING. MIKE CLARK REPORTS FROM MILAN.

One of the two UCI cinemas chosen in Italy for this unique preview (UCI Bicocca) was fitted out with an audio rig by Italian manufacturer Outline to give the audience a high-impact live sound for what the band described as its best concert of the year.

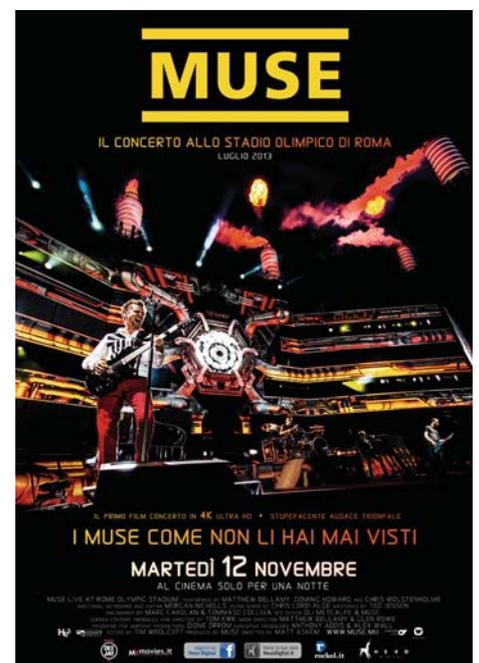
Outline has been in the trade press news in recent years for high-profile applications of its sound reinforcement systems - such as its GTO - by leading international rental firms and on high profile events (including concerts by Andrea Bocelli, Justin Moore, Alanis Morissette, Will Young and Sting, and at famous festivals such as Womad and Fuji).

Francesco Ferretti, of Outline's R&D department, told TPI: "Outline has designed and manufactured dedicated cinema loudspeaker systems since 2000. We have carried out on-going upgrades to components, such as the woofers and, thanks to their vertical dispersion, the enclosures are particularly suited to multi-screen venue rooms which are often more steeply raked than the

seating in cinemas of the past."

Distributor Nexo Digital decided to screen the previews in two UCI Cinemas, not only for the brand's high profile on the Roman market (27% market share) and in Milan (31% market share), but particularly due to the important innovative technological equipment in both theatres, which was able to highlight the projections of the alternative concert content.

These previews were to ensure the best launch for the dates of the single projection day scheduled for 12 November and tickets sold out for both theatres in a matter of hours. UCI Italia Marketing Manager Sonia Fois stated: "Since pop-rock concerts are among the alternative content that perform best, UCI has for some time been investigating the opportunity of offering in the circuit's most strategic venues a unique audio and video quality, on a par with seeing a real live concert, and the collaboration with Outline enabled us to offer our audiences this. Audio and video play an equally important role as far



Opposite: The screening set up of *Muse live at Rome Olympic Stadium* at the UCI Biocca cinema in Italy; The movie poster. Below: George Clooney attended the Outline-equipped Italian premiere of his latest film, *Monuments Men*.



as the viewing experience in cinema theatres is concerned."

As well as the Outline Movie enclosures behind the screen at UCI Bicocca (six Movie B 215's for low frequencies and three Movie H 102's for mid-high frequencies), the set-up for the Muse preview included four Outline LAB 21 HS SP (infra-low units), one of the world's most compact and lightweight subwoofers with a 21-inch woofer.

Daniele Pagani of Outline's Measurement System Department described the control set-up: "From the point of processing, there was a Dolby CP750 and an Outline Genius M412 matrix (which processed four channels - left, right, centre and subwoofers). The command macros received from the DoReMi digital cinema hardware completely change the halls' sonic impact: each macro calls up a preset of all the audio parameters (EQ, twin limiter) on the Genius M412. The macros can also change signal routing, enabling multifunction use of the rooms. L, R and C are then processed by Outline's iMode modules, which in this case are 'just' used for this activity."

iMode's dual-stage compressor / limiter (RMS and Peak) enables sound pressure to be pushed to the maximum with no distortion and without putting the speakers at risk; even with digital audio content. This compressor / limiter set-up aboard each enclosure, along with a diagnosis system monitoring impedance and other important parameters, safeguards enclosures and extends their duration through time.

Pagani added: "This means no more amp

racks, but powered enclosures with iMode technology, which allows the use of the AES / EBU digital input and Ethernet connection for recalling functions via the DoReMi macros. As well as solving considerable problems in cinemas, and offering the possibility of monitoring speakers' health directly from an iPad, the fact that iMode does away with the need for racks of equipment could be a cost-reducing solution for cinemas - self-powered cinema systems plus iMode."

"In the past", explained Fois, "UCI has screened live concerts by Italian singers, the last of which was in 2013 with the group Modà on the occasion of the preview event for the film *Bianca come il latte rossa come il Sangue* and we hope this trend increases. At the same time, with UCI, singers are experimenting with other forms of use of cinema theatres. For example, for Valentine's Day this year, all the 447 UCI digital theatres screened an exclusive preview of the video of *Per Sempre*, the new single by Luciano Ligabue from his Mondovisione album.

Outline-equipped theatres are also used for other events, which recently included the Italian preview of the film *Monuments Men*, attended by the complete cast - George Clooney, Matt Damon, Bill Murray, John Goodman, Bob Balaban, Jean Dujardin and Dimitri Leonidas - as well as the film's co-producer and screenplay writer Grant Heslov and Robert Edsel, author of the book on which the film is based."

The Outline system - installed at UCI Pioltello's Theatre 9 just in time for the

Below: Outline's Movie Series allow cinema-goers to enjoy a realistic live sound experience in the indoor venue setting.

Monuments Men - comprised three Movie H 102 (Mid-High horns), three Movie B 215 bass units, two Movie S 218 subwoofers and 24 Movie FX81 surround enclosures. The powerhouse was a trio of Outline M5000-4 amplifiers and control via Outline Genius M 412 DSP

Owned by private equity firm Terra Firma Capital Partners, Odeon & UCI Cinemas Group is Europe's most important cinema operator. UCI Italia is the country's market leader, with a share of over 20% and 44 multiplex venues, with a total of 447 screens.

Fois concluded: "UCI has a Digital Team dedicated to the continuous supervision, maintenance and fine-tuning of audio and video technology. At the moment, UCI Italia has two cinemas whose theatres are all equipped with Outline systems. They are our most recently opened venues - UCI Gualtieri and UCI Villesse - and in 2013 we also began a plan for the conversion of existing audio systems to Outline in five other cinemas currently under way."

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