Panasonic

Plasma Display
System Report
Vol. 11

Midland Square Cinema
Nakamura Ward, Nagoya, Japan

•**Date delivered:** February 2007

Two 103-inch plasma displays present information at this sophisticated movie theater.

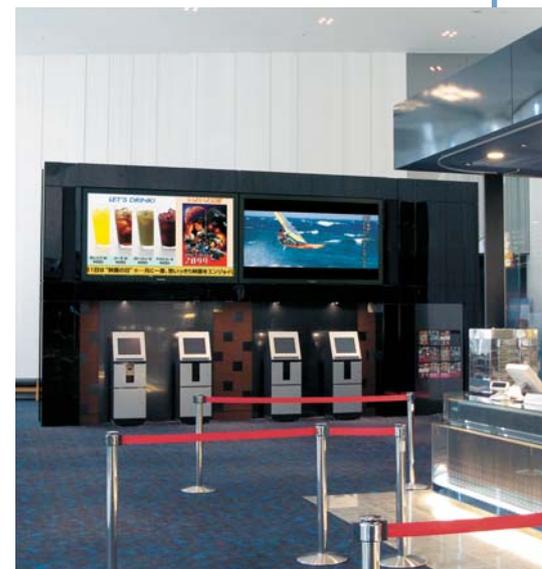## Installation Details

Plasma displays provide information at a chic theater space for discerning viewers.

Located in Nagoya's Midland Square commercial complex, which opened in March 2007, Midland Square Cinema is an urban cinema complex that caters to a mature audience, unlike suburban movie theaters that generally target families. It has seven screens of different sizes and seats 1,270 people in all. The interior features a chic color scheme based on white, black and metallic silver. Combined with genuine-leather seats, the facility emanates a luxurious and soothing mood.
Two 103-inch full-HD plasma displays were recently installed to display a variety of information.

The large-screen displays match and enhance the high-quality space while offering superb image expression.

LCDs have been used to provide information at a sister facility of the Midland Square Cinema. When the company heard of the release of the 103-inch full-HD plasma display, it started considering its use because it fit so well with the high-quality atmosphere that the new facility was designed to create.
As part of the company's decision-making process, they checked a demo unit to confirm the following advantages.

The two horizontally arranged 103-inch large-screen displays stand out even from a distance and provide information to crowds of people before each showing. (Screen images are simulated.)

- That the large screen size would match the cinema's high-ceilinged atrium lobby.
- That the contrast was high enough to deliver sharp, clear images in a naturally lit area.
- That the gradation and black reproduction were sufficient to effectively display movie scenes.
- And that the motion-image resolution would clearly render fast-action scenes.

They gave high marks to the plasma display's performance, and made the final decision to install the units.

The outstanding contrast of the plasma display in bright areas provides clear images in an area with bright natural lighting. (Screen images are simulated.)

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System Outline

Two displays effectively provide information.

The two plasma displays are installed above the ticket vending machines in the cinema lobby. One unit is connected to a DVD player and shows scenes from currently playing movies and previews. The other unit is connected to a PC that is installed with the full-HD-compatible NM Stage. The content to be displayed is transmitted from an office on the sixth floor, and the displays show food and beverages that are available at the snack bar, a schedule of upcoming movies, and announcements from the theater management in title form. The system is also capable of receiving remotely transmitted content in the future. Both the DVD player and PC are linked to the displays through a DVI-D connection to take full advantage of the full-HD display capabilities.
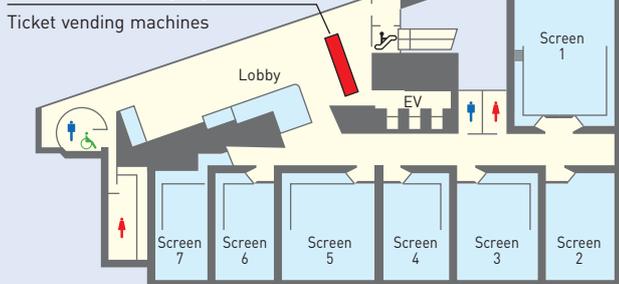
▲ The stand for the displays has a lustrous piano-like finish to match the chic lobby interior. (Screen images are simulated.)
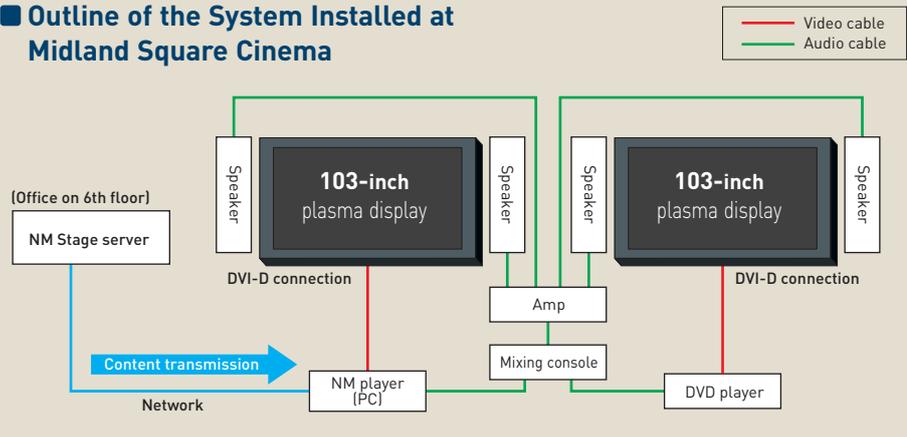
◄ The displays simultaneously introduce movies and present messages from cinema management. (Screen images are simulated.)

Midland Square Cinema Floor Layout

Information displays
Ticket vending machines
Lobby
EV
Screen 1
Screen 7
Screen 6
Screen 5
Screen 4
Screen 3
Screen 2

■ Outline of the System Installed at Midland Square Cinema

— Video cable
— Audio cable

(Office on 6th floor)
NM Stage server

Speaker | 103-inch plasma display | Speaker | Speaker | 103-inch plasma display | Speaker

DVI-D connection
DVI-D connection

Amp
Mixing console

Content transmission
Network

NM player (PC)
DVD player

After Installation

A good balance with our cinema design and excellent image quality provide full satisfaction.

The manager of Midland Square Cinema ranks the Panasonic plasma displays highly. In his words, "The display units match the mood of the lobby and improve the image of the entire area, accentuating the concept of a space for discerning viewers." He also expressed satisfaction with the image quality of the full-HD plasma displays. "Since the displays were installed in an area filled with natural lighting, I was worried about the clarity of the images, but the displays are bright enough to produce sharp, clear images."

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Panasonic AVC Networks Company, Matsushita Electric Industrial Co., Ltd.