XENON® Helps Independent Cinemas See a Clear Vision of the Future

NEW CASE STUDY

XENON uses Intel® Xeon technology to power biggest advancement for Australian independent cinemas since the introduction of sound ~

XENON Systems has helped the Independent Cinema Association of Australia (ICAA) with a program to replace projection by 35mm traditional film reel with digital at Australia’s 140+ independent movie theatres across the country in what ICAA calls the biggest advancement in cinema since the introduction of the ‘talkies’ in the late 1920s. ICAA also says that the project will help ensure commercial survival for independent cinemas, allow them to innovate in the type of content they exhibit, and in running their business more efficiently and profitably.

“The entertainment industry the world over has undeniably undergone a radical change since the advent of digital. It is well and truly time for the industry to adapt and our primary objective is to ensure that the independent cinemas transition to full digital is supported, successful and financially achievable.”

Adrianne Pecotic, Chief Executive Officer at ICAA.
ICAA’s “Project Digital” is on track for completion by the end of 2013 with three quarters of Australia’s cinemas having moved across to the new digital format already. ICAA selected XENON Systems to supply and build the Library Management System due to the advanced solution and specific approach proposed.

“Considering that 80% of independent cinemas are based in regional Australia, our imperative was to work with a partner who understood this, and could provide an advanced, agnostic technology environment but which allowed flexibility for any customisation required, all at a realistic pricepoint. XENON Systems stood out at meeting all of our requirements, and the team showed a great deal of passion to work with us, and with Cinedigm, to drive this enormous revolution taking place behind the cinema screen.”

The significant challenge for XENON Systems was to deliver a traditional LMS solution which is based on a rackmount server, a separate storage array and an external 2bay CRU digital cinema enclosure all build it in a single server. XENON Systems evaluated technology options on behalf of ICAA and chose Intel® Xeon® processors which deliver a significant I/O performance to allow all the devices to be built in a single server. The Intel® Xeon® processors also offer Turbo Boost Technology1 which provides intelligent performance-per-watt to match constantly shifting computing demands and allows for multiple digital cinema servers to be updated with new content simultaneously.

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