

3D EXPLOSION

MASSIVE INVESTMENT IN 3D & DIGITAL!

DIGITAL CINEMA MEDIA IS THE DRIVING FORCE BEHIND DIGITAL AND 3D CINEMA ADVERTISING

DCM dominate 3D, holding 77% share of 3D screens nationwide

DCM 3D screens: 558+
P&D 3D screens: 166+

 Fully digital by end of 2011 (£35m investment)

 Fully digital in 3 years (£40m investment)

3D PRODUCTION

DCM offers 2D to 3D conversions using bespoke 3D technology. Whether you would like a 2D conversion or a 3D edit, DCM guarantee the highest quality at the most competitive rates.

NEED 3D PRODUCTION OR QUOTATIONS?

For more information contact:

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BRANDS THAT HAVE SUCCESSFULLY UNDERTAKEN 3D ADVERTISING INCLUDE:





“The decision to use 3D cinema for our client felt natural as we wanted to add an extra dimension to what was already an engaging advert. The 3D medium helped to make that engagement more powerful for our audience, and worked very well in the cinema environment.”

BRAND X, 2010

*Source: CAA @ 30th June 2010 (with Empire screens moved to Pearl&Dean). DCM screens currently stand at = 565 @ 28 July 2010

3D EXPLOSION

11 3D FILMS RELEASED
IN **11 WEEKS**

COMBINED ESTIMATED
INDUSTRY IMPACTS:
29 MILLION*

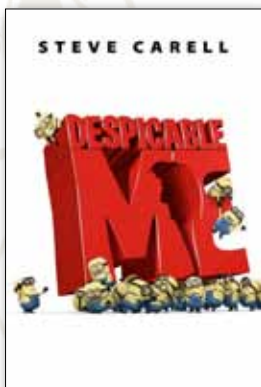


HARRY POTTER AND THE DEATHLY HALLOWS 3D

Release date: 19 November 2010

Cast: Daniel Radcliffe, Emma Watson, Ralph Fiennes
Genre: Fantasy
Est. Box Office: £65m

The last instalment of the Harry Potter franchise took £50.7m at the UK box office, equated to over 8.2 million DCM impacts. For 2010 we expect even bigger things from the boy wizard with the films estimated box office raised to £65m to accommodate its upgrade to 3D.



DESPICABLE ME 3D

Release date: 15 October 2010

Cast: Steve Carell, Russell Brand
Genre: Comedy/Animation
Est. Box Office: £10m



LEGEND OF THE GUARDIANS: THE OWLS OF GA'HOOLE 3D

Release date: 15 October 2010

Cast: Helen Mirren, Hugo Weaving
Genre: Adventure/Fantasy
Est. Box Office: £10m



ALPHA & OMEGA 3D

Release date: 22 October 2010

Cast: Hayden Panettiere, Christina Ricci
Genre: Adventure/Comedy
Est. Box Office: £5m



SAW VII 3D

Release date: 29 October 2010

Cast: Tobin Bell, Cary Elwes
Genre: Horror
Est. Box Office: £7m



JACKASS 3 3D

Release date: 5 November 2010

Cast: Johnny Knoxville, Steve-O
Genre: Documentary/Action/Comedy
Est. Box Office: £4m



MEGAMIND 3D

Release date: 3 December 2010

Cast: Will Ferrell, Brad Pitt
Genre: Comedy
Est. Box Office: £15m



CHRONICLES OF NARNIA: VOYAGE OF THE DAWN TREADER 3D

Release date: 10 December 2010

Cast: Ben Barnes, Simon Pegg
Genre: Fantasy/Adventure
Est. Box Office: £20m



ANIMALS UNITED 3D

Release date: 10 December 2010

Cast: TBC
Genre: Fantasy/Adventure
Est. Box Office: £1m



TRON LEGACY 3D

Release date: 17 December 2010

Cast: Jeff Bridges, Michael Sheen
Genre: Fantasy/Sci-Fi
Est. Box Office: £18m



GULLIVER'S TRAVELS 3D

Release date: 24 December 2010

Cast: Jack Black, Emily Blunt
Genre: Comedy
Est. Box Office: £6m

*Source: DCM estimated and correct as 15.07.10. Subject to change.