



UFO brings digital cinema system to Bihar

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21 May 2007, 06:36 AM

MUMBAI: UFO Moviez installed its digital cinema system in Anand Cinema in Gaya, Bihar on 21 May 2007, making it the second theatre to go the digital way after Raj Chitra Mandir in Lakhisrai.

UFO Moviez CEO Vishnu Patel said, "UFO technology is the first of its kind in the world which has offered a strong solution to control piracy and envisages a "first day first show" movie in a superior quality to the cine-goers across the country. Since its inception in early 2006, it has been observed that the box office collections of UFO retrofitted cinema houses have gone up substantially and consequently the income of producers and distributors have gone up manifold."

Movies like *Ta Ra Rum Pum*, *Rang De Basanti*, *Don*, *Fanaa*, *Lage Raho Munnabhai* are few amongst the other Hindi films that UFO Moviez has released in India.

Anand Cinema owner Gaya Avinash Singh added, "Times are changing all around the country and we don't want to be the last ones in the race. By having the UFO Moviez digital cinema system installed, I am sure my audience will enjoy the new and improved quality of movies that they will now be seeing at my theatre."

The move to the digital system is expected to give a boost to the local Bhojpuri film industry and give it an opportunity to reach the maximum number of theatres in the first week of release.

Additionally, this facility allows the exhibitor flexibility to decide how many shows of which movie he would like to show.

Recently, 3i, one of the worlds leading investment funds dealing in technology and innovative products took a strategic stake in UFO by investing Rs 10 billion (Rs 100 crore). The funds will be utilised to fuel UFO growth plans worldwide.