



## UFO Moviez to digitise Pyramid Saimira Theatres

■ **NEW DELHI:** Integrated digital cinema network UFO Moviez has entered into an agreement with Pyramid Saimira Theatres (PSTL) for digitisation of 1,000 theatres over the next three years. UFO Moviez will be providing digital solutions to Pyramid Saimira chain at a cost of Rs 150 crore. "We expect at least 50% of conversions to UFO digital system from the south market and Pyramid Saimira has a tremendous presence in the south," Sanjay Gaikwad, executive director, UFO India said. PSTL is targeting opening 2,000 screens across 1,550 locations by the year 2009-10.