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Now, see IPL matches in cinema halls

PATNA: To bring the entertainment of cricket to a new height, world's prominent digital satellite cinema network, UFO Moviez, has decided to show the DLF IPL 2010 matches live on gigantic screens in multiplexes and single theatres across the country. The unique features of

the live shows are, they will be screened in high definition format and there will be no advertisement during the screening of the live matches. Besides, 33 per cent more image of the match will be available on the wide screen. Addressing a press conference here on Monday, the

national sales head of UFO Moviez India Limited, Deepak Ranjan, said the network had finalised a Rs 330-crore deal with Indian Premier League to show all the matches to be played between March 12 and April 25 live through the cinema houses. "The network has also finalised

talks with 750 cinema halls across the country for screening the live matches and it is expected that before March 12, the number will touch around 1000. In Bihar and Jharkhand, 33 cinema houses have confirmed their participation, while talks are on to rope in several

others in these two states. Largest participation (cinema houses), however, has come from Maharashtra, UP, MP, Gujarat and Delhi," he said. The ticket rate of the cinema halls will remain same even during the screening of the matches," said the strategic advisor. **HTC**



UFO Moviez officials at a Press conference in Patna on Monday.