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UFO to telecast IPL matches in theatres

LOKMAT NEWS SERVICE

NAGPUR

Feb 9: A new change is all set to be part of the game of cricket. If you think watching cricket match is only possible either in stadium or on your TV set at home, it would soon become a thing of past. UFO Moviez, the digital satellite cinema network has introduced a new platform to view and enjoy the cricket matches.

With a view to enhance the cricketing entertainment experience in India, UFO will show the IPL 2010 matches live on screens of multiplexes and theatres across India, informed strategic advisor, UFO Moviez India Limited, Charuhas Satam. He was addressing a press conference in the city on Tuesday.

He said, watching the IPL matches in theatres would be a unique experience. There would be no advertisements in between the two overs of the match. This would give



Strategic advisor, UFO Moviez India Limited, Charuhas Satam addressing a press conference in the city on Tuesday.

the viewers a chance to watch the extra moments that happen on the ground in the period, he said. Moreover, a stadium like atmosphere would be created in the theatres, which would have merchandise sellers of team shirts, caps and other items, food stalls, whistle and balloons sellers and much more.

The theatre owners will also summon cheer girls to give it a stadium like look. Moreover, a cinema jockey will be anchoring various interactive activities in the foyer with a range of contests being held from time to time and the winners of these contests being flashed on screens across different theatres nationally.

The ticket rates of the cinemas halls will remain unchanged and thus it would not be a burden on the viewers, he said.

UFO Moviez has entered in a strategic alliance with multiplex chains like Cinemax, Inox, Fame, PVR and other theatres for screening the matches starting from March 12, he said.

In Nagpur territory, which comprises Vidarbha and parts of Madhya Pradesh and Chhattisgarh, the company has entered into alliance with 70 theaters including the multiplexes to screen the matches, Mr. Satam informed.

"We are proud to introduce the concept of live IPL matches across Indian theatres with a target of screening IPL across 1000 cinemas in the country," he said.

Next year the company intends to telecast the matches with 3D technology. Initially it would be executed only in some of the multiplexes in Mumbai, he said.