



World's Largest Satellite-based Digital Cinema Network

‘Tomaye Bhalobhasi’ to screen in 41 UFO Digital Theatres

September 2, 2011: Bengali film ‘Tomaye Bhalobhasi’ releases in 41 UFO Digital Screens for the time period between August 31, 2011, and September 8, 2011. Around 100 Bengali movies expected to be released in 2011, out of which four big banner releases are expected during the festive season: ‘22ey Sraban’, ‘Hello Memshaheb’, ‘Romeo’ and ‘Mou Bone Aaj’. Generally, festive season & holiday periods are when most big budget movies are released.

There are about 180 UFO theatres in West Bengal leveraging digital satellite-based technology platform); 4 existing 3D screens in Kolkata; and two upcoming 3D screens in the suburbs. Interestingly, 80 percent of these theatres show Bengali movies. UFO installations have played a significant role in helping widespread release of Bengali cinema. There have been 189 Bengali movie releases on UFO systems from our inception till August 12, 2011. There has been steady growth in production of Bengali movies every year: from 60 Bengali releases in 2009 to 80 Bengali movie releases in 2010; this year, till August 15, 2011, there have been 44 Bengali movie releases. Bengali movie releases on UFO systems have increased from 1 (2005 and 2006) to 4 in 2007 to 12 in 2008 and 71 in 2010 and 54 as of August 12, 2011. The number of UFO theatres playing Bengali films has increased from 17 Bengali releases in 2007 to 167 Bengali movie releases as of August 12, 2011. In 2010, “Autograph”, “Dui Prithibi” & “Lajja” were all released on 15th October. Take the example of a film ‘Shatru’, which released on June 3, 2011 and has covered over 100 UFO theatres till date.

Eid release ‘Bol’ and Anurag Kashyap’s critically acclaimed film ‘That Girl in Yellow Boots’ starring Kalki Koechlin screen in 152 and 61 UFO Digital Theatres between August 31 and September 8, 2011. Salman Khan starrer ‘Bodyguard’ has created a new record by screening in over 1,100 UFO Digital Theatres across India this week. ‘The Murderer’ screens in 51 UFO Digital Theatres.

In terms of other south Indian film screenings, Tamil film 'Mankatha', which released on August 31, 2011, screens in 109 UFO Digital Theatres. Tamil film 'Kandireega', which released on August 12, 2011, screens in 75 UFO Digital Theatres. Kannada film 'Jogaiah', which released on August 19, 2011, continues to screen in 54 UFO Digital Theatres. Malayalam film 'Pranayam' screens in 42 UFO Digital Theatres.

The advantage offered by UFO Moviez' digital cinema solutions lies in the fact that theatres are able to quickly source and screen alternative content in situations that call for flexibility in content and quick turnaround time. This serves as a win-win situation for all involved in the film distribution-exhibition chain.

Source: www.ufomoviez.com