

# ***CVTE LED CINEMA***

Advantage • Solution • Specification



# CONTENTS



CVTE LED Cinema  
Advantages



CVTE LED Cinema  
Solution



Specification





# CVTE LED CINEMA Advantages



Feels like you are in it.

### Brighter, Better

Support 48nits+ brightness, no detail loss for light or dark area

### Ultra Color Uniformity

Independent drive for every LED  
Self-luminance ensure display uniformity

### Precise and Vivid

DCI-P3 Gamut  
No dimming or color-fading effect



# Better viewing experience under standard lights-out condition

Support 48nits+ brightness, no detail loss for light or dark image area



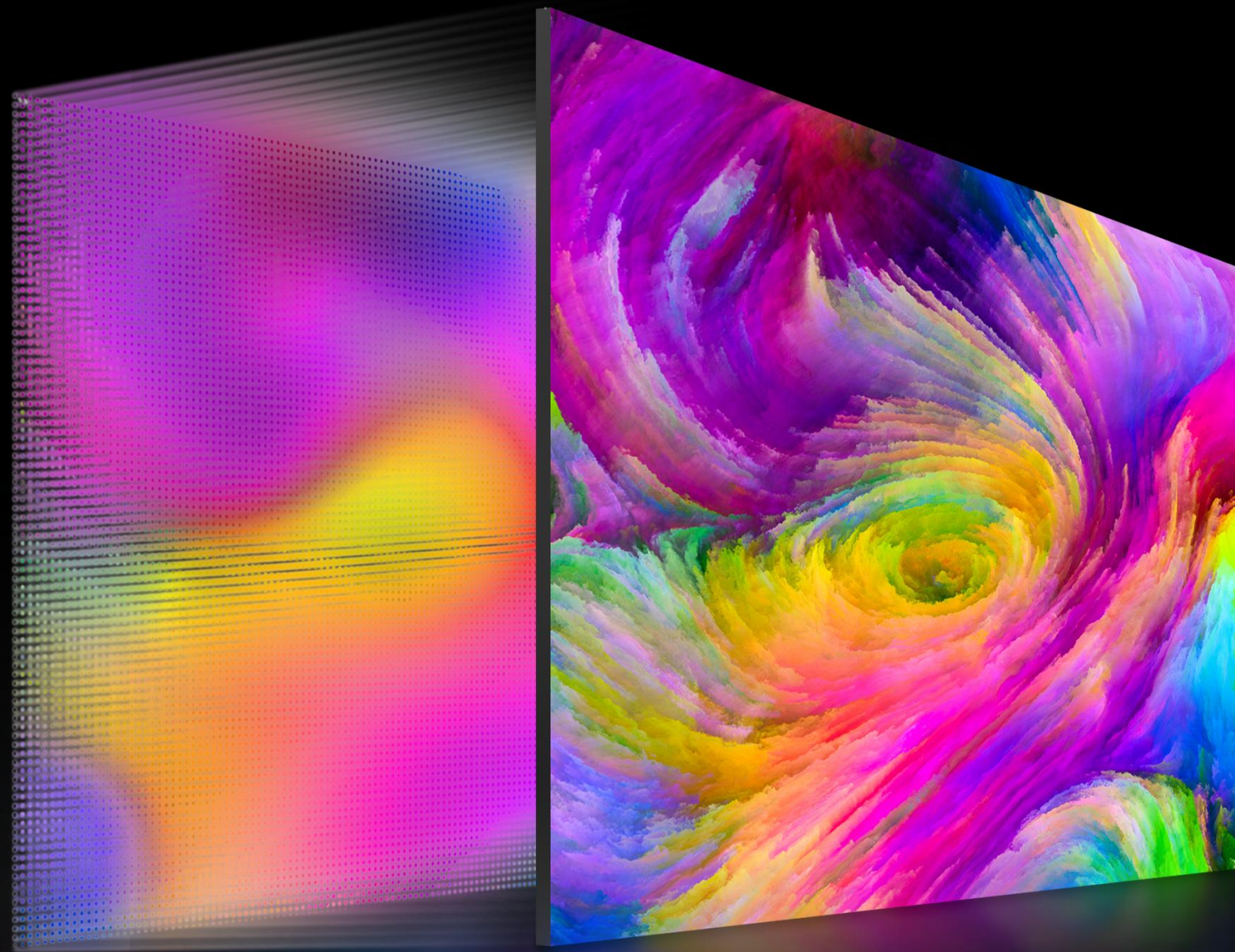
Projector



LED Screen







## Ultra Color Uniformity, Evenly restore movie display effects

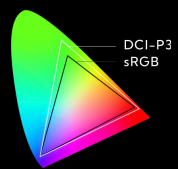
Independent drive for every LED  
Self-luminance ensure display  
uniformity



# Precise and vivid color that apture every moment and detail

DCI-P3 Gamut, no dimming or color-fading effect

LED screen







Visual effect accurately restored with UHD image quality

Standard cinema 4K resolution , bring audience a finer visual feast.



# Grow long-term operation revenue

**100,000<sub>h</sub>**

## Longer life span

100,000h Screen life-time  
Reduce the operating cost with  
improved profit margin



## Save space from fixed equipment

Increase ticket sale and operator's profits  
by creating more rooms in the theatre

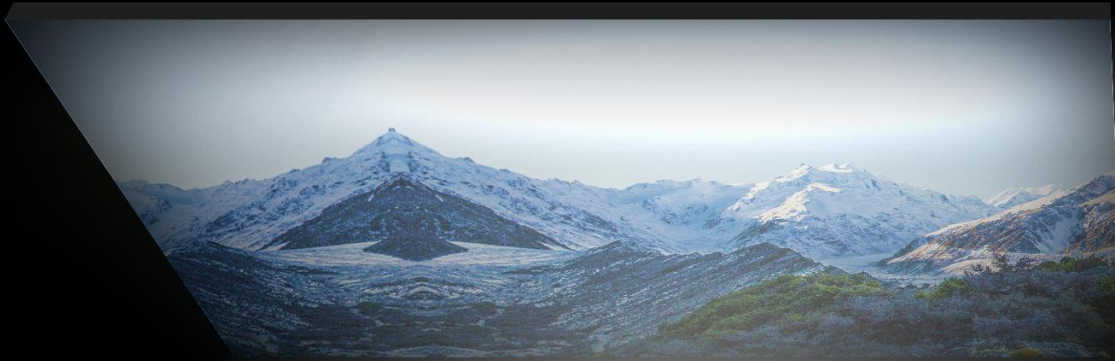


## New business opportunities brought by diversification

Multi-purpose for LED screen

## Longer life-span

100,000h screen life-time, lower operation cost, increase marginal utility



Projector bulbs need to be routinely changed

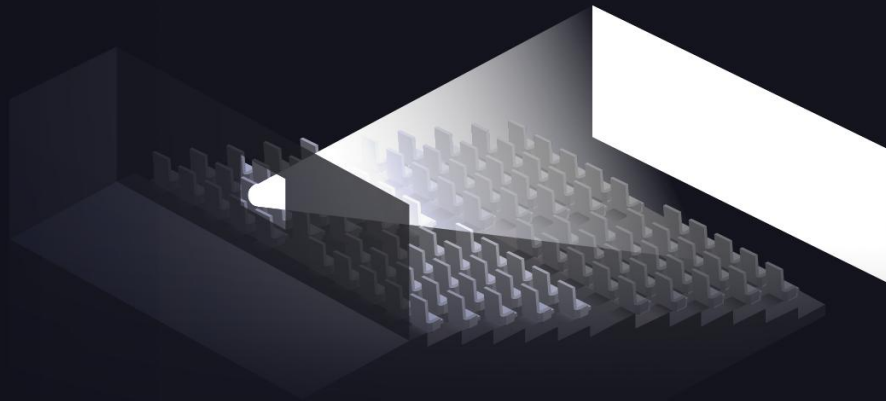


Reliable and stable LEDs

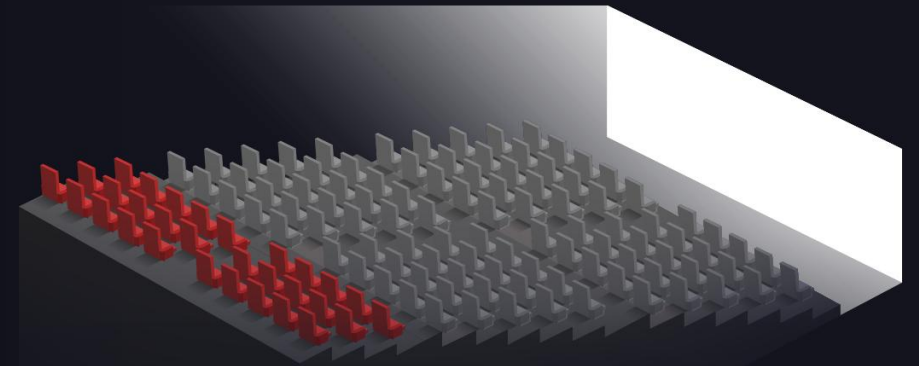


## Save space from fixed equipments

Leave more room for the theatre, increase ticket sale and revenue



Projector



LED Screen

# Concert & Opera

Operation diversified, more business opportunities

LED movie screen, more than movies





## E-sports

Operation diversified, more business opportunities

LED movie screen, more than movies





# Corporate Event

Operation diversified, more business opportunities

LED movie screen, more than movies



Predict the Future





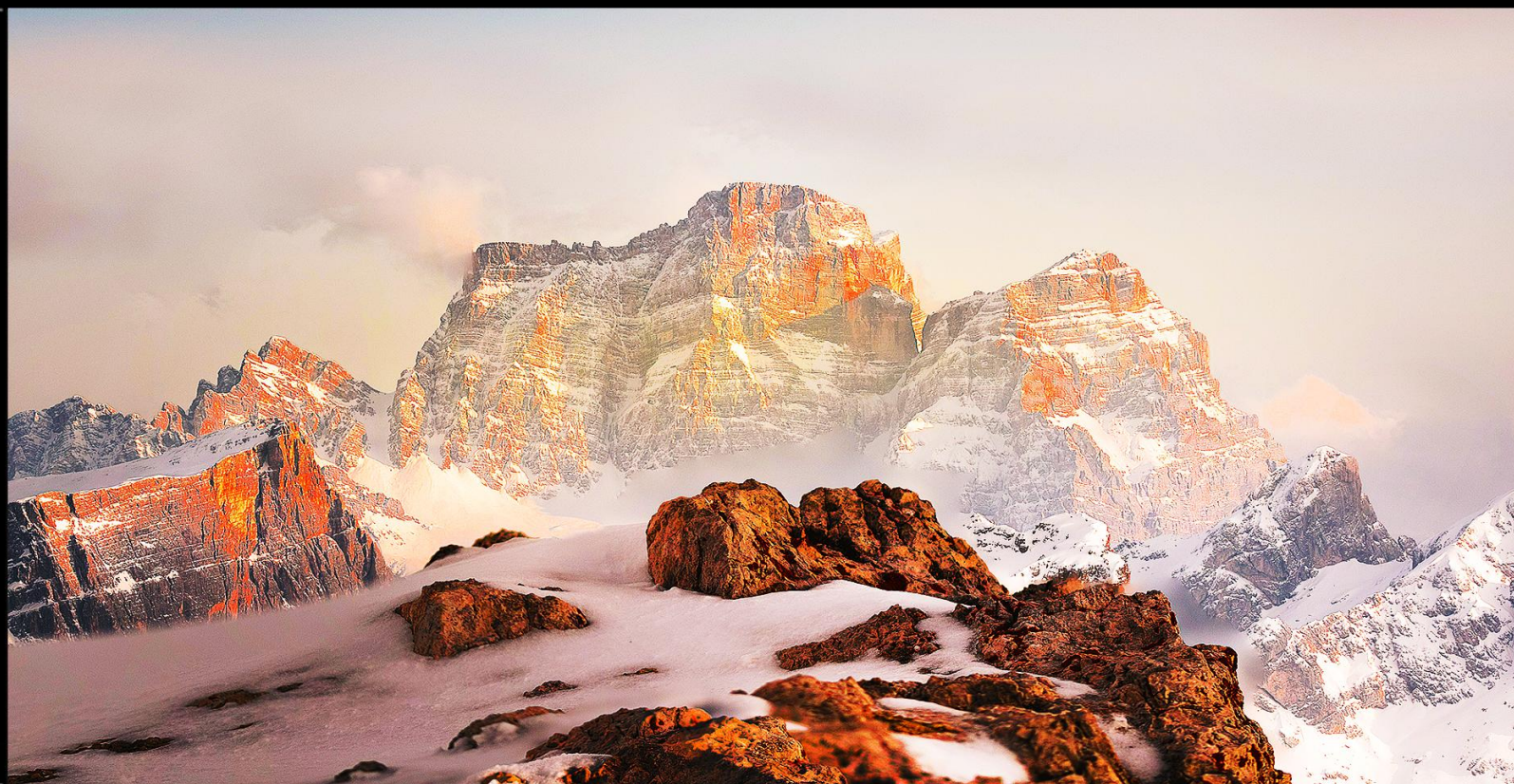
# CVTE LED Cinema Solution

# CVTE LED Cinema Screen





5400mm



10560mm

Whole screen dimension

# Details for single LED cabinet

CVTE | QSTECH



LED movie screen size  
10560 mm x 5400 mm



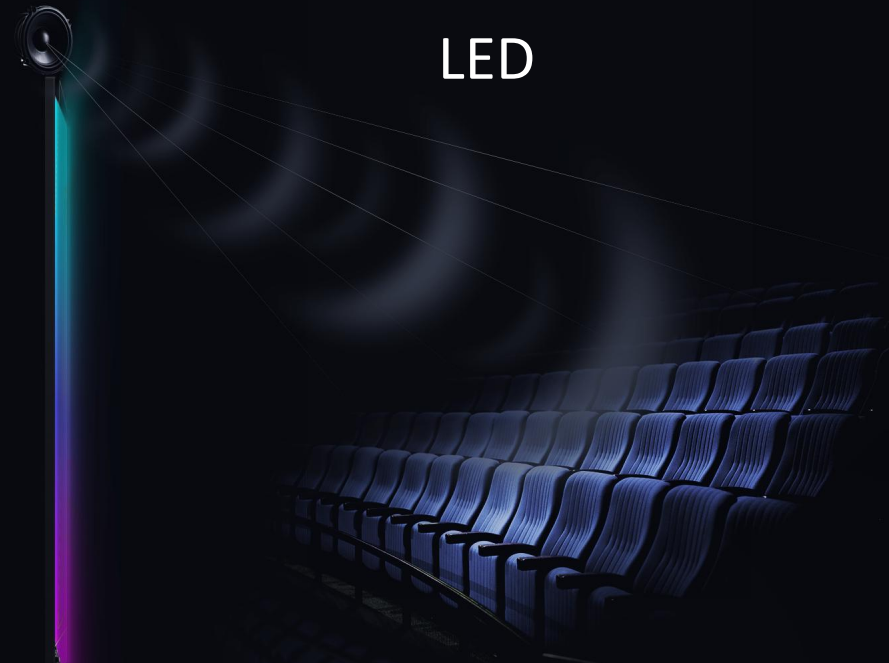
# Stereo solution

## Projection



- Speaker is behind the screen
- Uneven sound distribution
- Phase toward behind
- Poor sound coverage
- Less "Sweet spot"

## LED

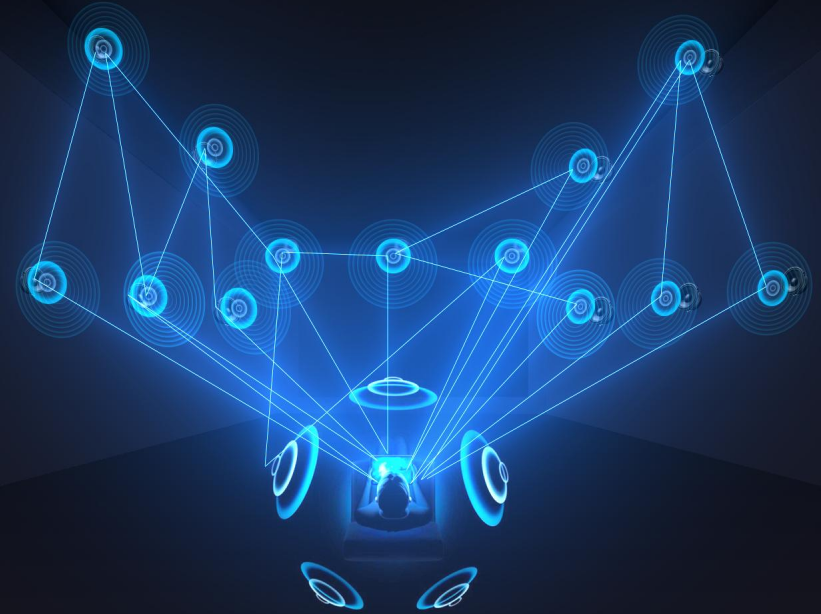


- Break traditional sound phase design
- More natural and full audio
- Better sound energy
- Be true to the original audio by ensuring sound uniformity
- 7 times larger "Sweet spot area"

# Stereo Solution



Traditional 5.1



Sculpted Surround



# 10m 4K Screen solution





# Future Dimensions

15.36m\*8.1m 4K (P3.75)

21.12m\*10.8m 4K (P5)







**More  
Cinema Digital Signage Solution**



Application Scenario

## Entrance

Targets

- Draw more customers' attention through eye-catching display effects
- Provide vivid and HD content display no matter the viewing distance
- Make it easier for customers to choose the right films for them





Application Scenario

## Lobby

Targets

- Showcase movie information
- Advertisement and promotion
- Clear image no matter the viewing angle
- Easy-to-use for operators





Application Scenario

## Ticket Centre Film Schedule

Target

- Show real-time ticket and seating status
- Getting more customers by drawing their attention

## Snack Counter— DMB

Target

- Clear and vivid image for raising customers' appetite
- Attracting customers to purchase more

# CINEMAS

售票 Box Office

卖品 Concession Stand

贵宾 VIP service



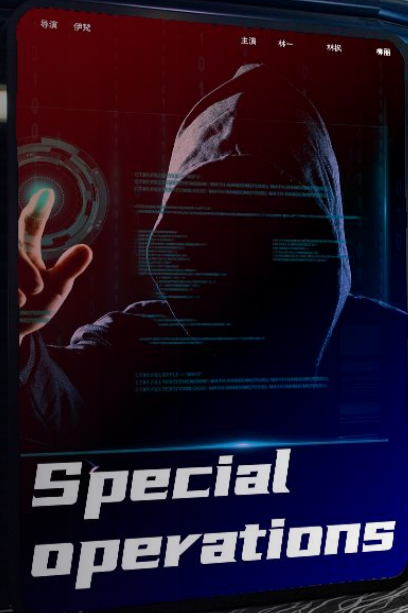
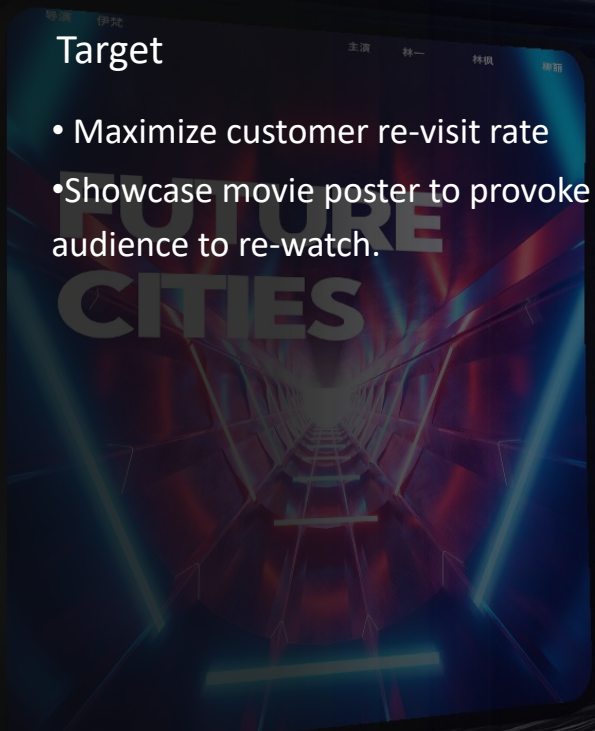


Application Scenario

## Aisle- Digital Poster

### Target

- Maximize customer re-visit rate
- Showcase movie poster to provoke audience to re-watch.







# Specifications



# Specification–LED Cinema Screen

Specification	LQ467A29	
Overall Parameter	Size	10560mmx5400mm
	Brightness	48nit (DCI-compliant, Max.300nit)
	Color Gamut	DCI-P3 (DCI-compliant)
	Pixel Pitch	2.5mm
	Resolution	4224*2160@120Hz
	Frame Frequency	24, 48, 25, 50, 30, 60, 120Hz
	3D Function	Yes
	Gray Scale	16bit
	Screen Cabinets Quantity	11*10
Physical Parameter	Cabinet Size	960*540*54.5mm
	Cabinet Material	Magnalium
	Cabinet Weight	11.5kg
	Cabinet Layout	4*2
	Maintenance	Rear access
	Server Model	IMS3000

# Specification—Media Server

Specification	Dobly IMS3000	
Video	Cinema Packaging	SMPTE Digital Cinema Package (DCP), Interop DCP
	Bit Processing	12-bit 4:4:4 XYZ' for all formats
	Frame Rate	120 fps (2K) / 30 fps (4K)
	Format	JPEG2000, MPEG2 and H.264
	Aspect Ratio	Yes (Up to 4K)
	Subtitle	Built-in Subtitle Generator
	Digital Watermark	Yes
Audio	Dolby Audio™	Dolby Audio™ 5.1 or 7.1
	Dolby Atmos®	Up to 64 speakers after Atmos is enabled
Connectivity	I / O Port	Ethernet Input (3), eSATA (1), USB (3), 3G SDI (2), HDMI (1), AES-3 Audio Input/Output, Dolby Atmos Connect (1), DisplayPort (1), LTC (Linear Timecode)
	Hard Drive	Support hot swapping, 2.5" HDD (3)
	Control	Web-based User Interface, Bluetooth-based Control Application, Third-party Theater Management System, API
	Power	<70 watt