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Mr James Gardiner.
d-Cinema.com.au

Hi James,

We installed the CinePlus2K digital cinema system in October 2006. The system has allowed us to better cater to our core audience of art-house movie lovers by screening the majority of the independent distributors' films within three or four weeks of release. We are also able to continue screening our most successful titles for many weeks in the knowledge that our extended run isn't keeping a 35 mm print from other exhibitors.

The CinePlus2K system also allowed us to introduce cinema screen advertising. We elected to "go it alone," looking after our own advertising sales and production. This means that advertisers' money stays in our local community - a strong selling point - and we retain 100% of revenue after the initial production and sales costs are met. We have used the revenue from cinema screen advertising to finance the repayments on CinePlus2K digital cinema system, meaning that no capital outlay was required.

The CinePlus2K digital cinema system has proven to be a rugged and reliable system. As one of the earliest purchasers, we were able to suggest features which would make the system even more "user friendly" and we are more than happy with the product itself and the willingness of the developers, d-Cinema.com.au, to make themselves available to discuss the system and its features.

I have no hesitation in recommending the CinePlus2K digital cinema system to any exhibitor seeking to take a first step toward the digital future.

Kindest Regards,

A handwritten signature in black ink, appearing to read "John Forrest", written over a horizontal line.

John Forrest,
South West Roxy Cinema.