

## iSQUARE Meets IMAX



The long-awaited iSQUARE looks set to become one of Tsim Sha Tsui's greatest landmarks of luxury and prestige and so it comes as no surprise that the developers chose UA cinemas, Hong Kong's sole proprietor of IMAX technology, to become their anchor tenant.

Providing the biggest IMAX Theatre in Hong Kong, UA iSQUARE marks the first theatre in the city to be fully customised to host IMAX's proprietary digital projection technology that combines powerful laser-aligned digital sound system and custom-designed theatre geometry to deliver the world's most immersive movie experience.

Whether it's a question of coincidence or branding synchronicity, UA IMAX was the obvious choice for the developers, who back almost five years ago first approached cinema operators in the city for proposals to build a high quality state-of-the-art theatre at the iSQUARE site.

"In December 2004, UA committed to seven IMAX systems, three for Hong Kong and four for China. Megabox in Kowloon Bay was the first IMAX Theatre in the city and what we see at UA iSQUARE is Hong Kong's first and only theatre built around exact IMAX specifications. It really is quite a coup for UA Cinemas and Tian Teck Group and is really very exciting", says Bob Vallone, Director and General Manager of Lark International Multimedia Ltd and UA Cinema Circuit Ltd.

"What differentiates the IMAX from a normal cinema is a steeper seating deck and an enormous screen that is tilted slightly forward so that each audience becomes totally immersed into the movie, whether its in IMAX 2D or 3D. The whole theatre is geometrically perfect and the sound system is 12,000W compared to the more traditional 4,000W surround sound. Images from traditional film are converted frame by frame with pixels compressed, and the result is flawless", he adds.

UA iSQUARE is indeed groundbreaking. With a total of 981 seats in five theatres and designed by renowned Hong Kong architect, Alexander Wong of Asiacity Architects, who was also responsible for the impressive renovations at City Plaza, UA iSQUARE seems to rise up from Nathan Road's bustling streets to take audiences on a visual dialogue that results in an impressive journey of design that can best be described as something that becomes part of the total movie experience.

This is a journey that starts with the Jewel Box Office, inspired by the world of luxury hotels and exclusive jewellery stores, where guests are greeted and served over a concierge-type glass counter reception that could have



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been designed as a showcase for precious diamonds. A huge plasma screen encased in a giant oval mirror of antique gold shows trailers of the latest movie offerings whilst extravagant mosaic flooring and sensuous backdrops accentuate the effect. Meanwhile the Black and White Bar appears as a piece of modern art with clusters inspired by black and white pearls, where classically patterned wallpaper on lilac glass panels are shown off under radiant spotlights. The feeling of opulence continues to the eighth floor, with the Garden Room, which, complete with its giant columns and ornate gateways, feels like you are entering the conservatory of a grand country mansion. On to the restaurant area, where deep burgundy walls are adorned with abstracted deer mounts and displays of fine wines and the feeling is far away from the old traditional cinemas many of us grew up with.

Aside from the IMAX Theatre on the M1-M2 floor, houses 1-3 and the exclusive 38-seat Phoenix Theatre, which can be booked for private screenings and events, all feature stadium design, with space in between each row set at around 1100-1200mm. All houses boast 22-24 inch seats from acclaimed British brand, Ferco, as well as Dolby EX Surround Sound and digital projection systems for both 2D and 3D movies. But it really is the IMAX Theatre that sets UA iSQUARE apart from its competition to deliver what has been described as the world's most immersive movie experience.

With a screen measuring around 11.8 metres by 21.3 metres and designed and positioned to maximise every viewer's field of vision, crystal clear images are enhanced via dual-projection technology where optical sensors monitor and fine tune the image to ensure brightness and contrast is perfect. IMAX's laser-aligned digital sound system is just as impressive, pre-calculating positioning to guarantee precise and accurate sound distribution via a re-mastered soundtrack that is pumped into five discrete audio channels pinpointed to any location in the theatre.

UA iSQUARE officially opened its doors in a grand opening ceremony held on December 16 that truly captured the hearts and minds of close to 1000 invited guests. And what better film to showcase iSQUARE's high-tech opulence than Avatar, James Cameron's latest release that finally made its debut to audiences around the world only at a time when technology had caught up with his vision. Whilst advance ticketing was nothing short of impressive, with over 7000 tickets sold in Hong Kong in only ten days, at this time it's difficult to say whether the film itself or the groundbreaking design and technology of UA iSQUARE provided the backdrop, only that the evening was a total bombardment of every sense possible. Whether you count yourself as a regular movie-goer or not, UA iSQUARE is certainly an experience you can't afford to miss.



# 当 iSQUARE 遇上 IMAX

期待已久在尖沙咀的 iSQUARE, 势必成为区内一个展示现代奢华和前卫优越的大型地标, 因此, 不难想象发展商为何会选择引入于亚洲独家拥有 IMAX 技术的 UA 戏院, 成为当中的旗舰租户。

UA iSQUARE 所拥有的 IMAX 电影院为全港最大, 也是全城第一个充分展示 IMAX 独有数码投射技术的地方。该数码投射技术结合强有力的激光并连数码音响系统和按客户要求专门设计的剧院几何学概念, 为观众提供世界上最令人叹为观止的电影体验。

无论是巧合或是品牌时性的问题, UA IMAX 是发展商的必然之选 - 回想差不多五年前, 发展商首次接触香港的电影院商, 希望他们提案于 iSQUARE 位处地方兴建高素质且具最新科技的戏院。

「2004年12月, UA 签下七个 IMAX 系统, 四个属于香港, 其余三个在中国, 香港第一个 IMAX 戏院位于九龙湾 Megabox, 而我们所看到的 UA iSQUARE 更是依照 IMAX 确切规格而建的电影院, 它确实是 UA 院线和天德集团的一个惊人之作, 真的令人非常惊奇。」立基国际娱乐控股有限公司, 及立基传媒娱乐控股有限公司(UA 院线有限公司)董事及总经理包伟龙阐释道。

「IMAX 与一个正常戏院的区分在于 IMAX 影院专利影院设计, 陡峭的屋层和一个顶天立地且前倾一点的巨幕, 使每个观众无论是观赏 IMAX 2D 或 3D 的电影, 都能够完全沉醉于电影世界内。整个影院在几何原理上是完美的, 而音响系统是12,000伏特的, 与传统的4,000伏特立体声相比, 是天渊之别, 传统影片的图像以逐个框架的形式转换过来, 压缩了帧像点, 结果得以至善至美。」他补充道。

UA iSQUARE 的确开列先河! 这个拥有五个影院共981个座位的戏院热点, 座落于弥敦道繁华街头的超新建筑物之内, 建筑设计由负责太古城中外楼重新本地知名建筑师, 王士雄建筑设计事务所的王士雄亲自操刀, 独特的视觉设计仿如与观众对话, 诉说感人至深的设计旅程, 成就整体崭新电影体验的一大部分。

电影体验旅程由「珠宝首饰处」开始 - 灵感来自一众星级酒店和独特的珠宝首饰店; 员工会在仿如摆放名贵钻石首饰的迎宾式玻璃柜台迎接及接待客人, 大型等离子显示屏镶嵌于古色古香的巨蛋形金框内, 一直播放最新上映的影片片段; 硬朗的马赛克地板和感性的背饰更把氛围推至更高的层次。同时, 「黑白酒吧」以黑白珍珠般的饰物所造, 配以淡紫色玻璃条打造的古典风味墙饰, 在光芒四射的聚光灯下炫耀, 就像一件当代艺术品呈现在我们眼前。丰富的感觉延伸至八楼, 那儿附设以巨柱和华丽门廊构成的「真圆厢房」, 感觉彷彿进入一个盛大乡郊豪宅的音乐大厅当中, 餐饮区方面, 深酒红色墙壁以出神的鹿挂和珍稀美酒所粉饰, 跟我们一起成长的传统老戏院形象截然不同。

除了 M1 至 M2 层的 IMAX 影院, 1 至 3 楼, 以及独一无二, 可供包场及私人活动举行的 38 座位「凤凰影院」均备有戏院式座椅, 每行的空间距离约 1.1 至 1.2 米, 非常宽敞。更要一提的是所有影院均置有英国品牌 Ferco 的 22 至 24 寸座位, 以及杜比 EX 立体声和供播放 2D 及 3D 电影的数码投射系统。当然, 真正令 UA iSQUARE 出类拔萃的就是 IMAX 影院, 令观众可以完全投入世界级的电影体验。

电影屏幕长约 21.3 米, 高 11.8 米, 设计与安置旨在扩阔观众的视野幅度, 双重投影技术当中的光学影像优化器监测且优化图像, 保证完美的亮度和对比度, 因而加强所播放影像的清晰度。IMAX 的激光并连数码音响系统也令人印象深刻: 音效设施的摆放经过周心的计算, 声效由五个“分立”的音频通道播放出来, 保证精密准确地传递音色到影院内任何角落, IMAX 是增强观众在观影过程中视觉、听觉和感受享受的体验。

UA iSQUARE 于 12 月 16 日举行了盛大的开幕典礼, 并已正式营业, 当日即攫取近千名获赠宾客的心神, 要突显当中的先进技术, 没有比播放电影《阿凡达》更适合不过。这部由《铁达尼号》大导演詹姆斯·卡梅隆执导的最新热片, 终于找到可以配合他视觉要求的技术, 一次过于全球观众面前同步放映, IMAX 3D 版预售票一知估计的反应热烈, 在香港仅仅开售十天即卖逾 7,000 张门票, 很难说是因为影片抑或 UA iSQUARE 的创新设计和技术成就这空前的销售量, 总之看电影的情况就是一场官感震撼, 不论你是否电影常客, UA iSQUARE 绝对是你不可错过的超强新体验。



## Avatar breaks long-standing HK record

As of Jan 4, 2010, the box office income for Avatar IMAX 3D version, exclusive to UA iSQUARE and UA MegaBox, has already exceeded HK\$8.3m, whilst these two IMAX Theatres have achieved over 98% average daily occupancy. Further, the accumulated box office income for ticketing until Jan 31, 2010 already exceeds HK\$14m, i.e. over 100,000 tickets sold. These record the highest box office income of a single screen in Hong Kong; the highest box office income of any IMAX film in Hong Kong and the third highest grossing IMAX in the world. For the total of 68 screens showing AVATAR in Hong Kong, the box office income has already reached \$82m at the time of print, which will likely break the long-standing box office record of Titanic in 1997 (HK\$115m).

## 打破香港纪录的阿凡达

截至2010年1月4日,《阿凡达》IMAX 3D 版已经为UA院线旗下IMAX 两院(UA iSQUARE 及 UA MegaBox)录得超过港币830万票房收入, 每日平均入座率超过98%, 预售至2010年1月31日之累积票房更高达港币1,400万, 两院合共售出超过10万张 IMAX 戏票,《阿凡达》IMAX 3D 版更创香港单一银幕最高票房纪录, IMAX 电影香港最高票房纪录, 全球第三 IMAX 票房纪录等等, 气势逼人。而《阿凡达》全香港总票房已经冲破8,200万票房, 势必刷新1997年《铁达尼号》之票房纪录(近港币1.15亿)。



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