



# Presse-Echo

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DIGITAL CINEMA  
FILM TECHNOLOGY  
STUDIO TECHNOLOGY  
CUSTOMIZED SOLUTIONS  
360° DISPLAY SYSTEMS

[www.kinoton.de](http://www.kinoton.de)

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Century Cinemas in Letterkenny, Ireland ([www.centurycinemas.ie](http://www.centurycinemas.ie)), installed eight d-cinema systems from Germany's Kinoton ([www.kinoton.de](http://www.kinoton.de)). Reporting back from his visit with cinema owner Mark Doherty, Kinoton's sales manager Lutz Schmidt relays some insights. So far, Century Cinemas hasn't signed any virtual print fee (VPF) agreements. "Unless there is real value for us in doing so, we won't take that step," Doherty explained to Schmidt. "The VPFs we have seen so far wouldn't do that."

The reasons for going with the German technology are based on a collaboration that dates back to 2003, when Doherty began to upgrade the six-plex he had bought two years earlier. Two additional auditoriums were added in 2005, again with more Kinoton 35mm projectors and platters, before two Kinoton DCS and Dolby 3D systems

launched in early 2009. "It was Kinoton's reputation for excellence," he said. "What has kept me going has been the quality of the equipment, service and support we receive." Doherty, who operates several other entertainment facilities, "has very clear ideas about how cinemas should address the market," Kinoton noted in return.