

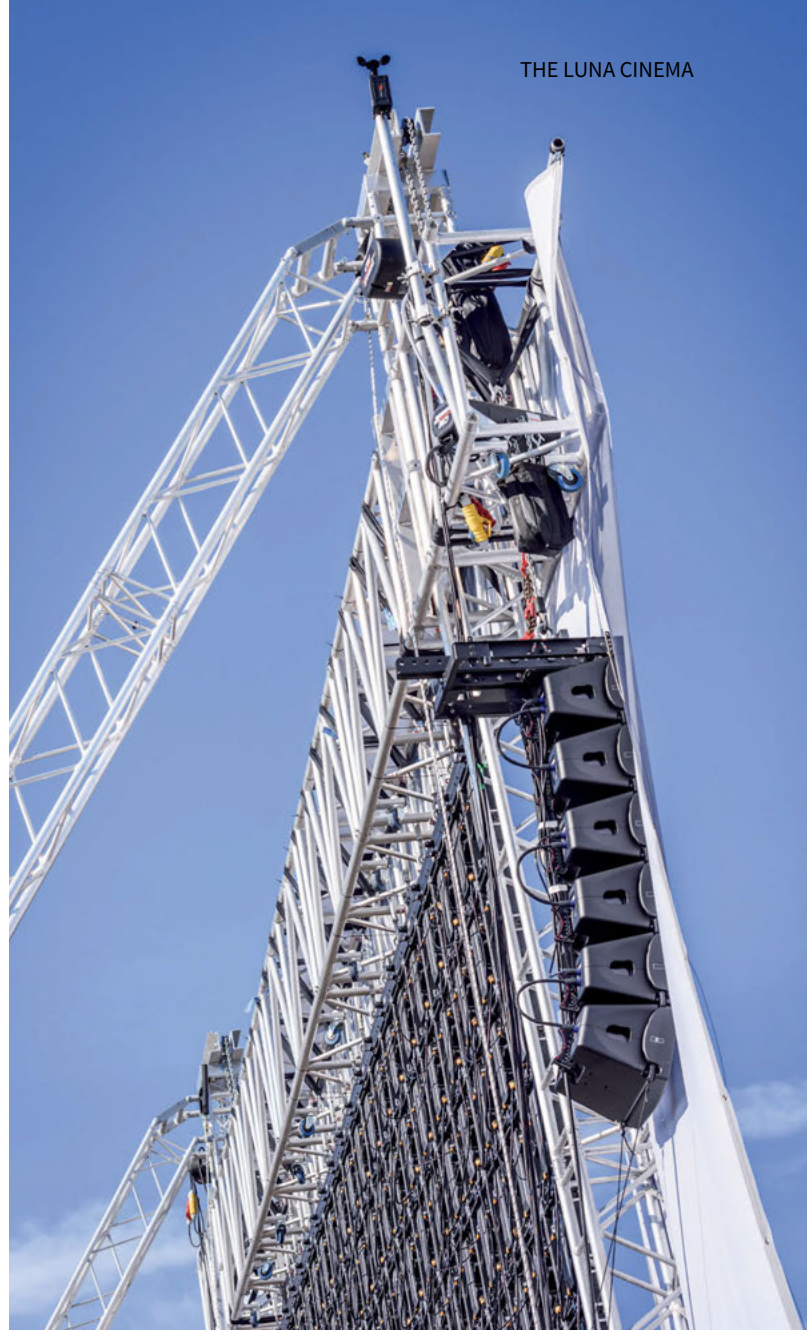


THE LUNA CINEMA

Well, it turned out that football didn't actually want to come home, but that didn't stop The Luna Cinema from creating a 4,000-capacity open air movie theatre to show it in.

Not content with just celebrating its 10th birthday by showing over 175 evening screenings of classic and recently released films, in various settings, outdoor cinema specialist The Luna Cinema expanded the brand's repertoire with The Luna Beach Cinema. The Luna Beach Cinema kept the company's tradition of showing films and live sports events in unheard of places by taking up a residency on Brighton Beach. Creating a 4,000 capacity open air movie theatre right by the sea, just in time for the FIFA World Cup and unbelievable weather, is no easy task. Which is why The Luna Cinema had help from NEXO and A.C. Entertainment Technologies (AC-ET).

Having been an enthusiastic user of NEXO audio systems since 2015, purchasing a sizeable inventory of GEO M6 compact line arrays for use with the screens that tour some of the most historic and picturesque venues in the UK, The Luna Cinema team knew what to expect from NEXO. Luna's Technical Director, Jamie Plummer, and Production Manager, Tom Barton, chose NEXO's new GEO M10 mid-size array system, with its dedicated sub-bass cabinets, specifically to service the 6 week Luna Beach Cinema event. "We've had a very successful run with NEXO and their line arrays," explained Barton, "So we wanted to stay with the brand. Jamie and I took a trip to NEXO HQ in Paris, where it was really helpful to hear the new M10



side-by-side with the GEO M6, which we know so well. Adding the larger line array models gives breadth and depth to our inventory, and they are the perfect complement to our new highest-definition LED video screen.”

The Luna Cinema is one of the first touring users in the UK to embrace NEXO’s new NXAMP4x2 controller-amplifier, with its touchscreen control panel. “The touchscreen is a great addition. There were 3 NXAMP4x2’s

running the M10 system. We have control of everything on the touchscreen and its operation is fully intuitive.” Luna’s stock of amplifiers, racked and patched by Orbital Sound, are fully compatible with both GEO M10 and M6 sound systems.

“The GEO M10 is particularly versatile, allowing us the choice of groundstacking or flying systems,” continued Barton. “Flexibility is a



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priority for us. Especially how the system travels and packs down. Setup of M10 is so easy that we can carry 6 modules in a flightcase, and just pick them up onto the line array towers. This is important as we rarely have much time to soundcheck - anything that saves us time is a bonus. Many of our sites are noise-sensitive, and the GEO M10, with its cardioid subs, allows us to manage the LF and avoid complaints from the neighbours."

With the audio sorted, Plummer and Barton needed a screen that could handle being used in the daytime. The company previously utilised a video solution comprising of HD projectors and a pop-up screen, movies could only be shown after dusk to ensure sufficient image quality in ambient light. However, with the expansion into hosting screenings throughout the day, The Luna Cinema decided it was time to invest in a high brightness outdoor LED video wall.

When the company approached AC-ET for a solution, Stuart Burdett, Sales Manager for its specialist video division recommended the ProLights OmegaPIX range.

Specifically designed for temporary outdoor daytime events, the range features an IP65 version in the popular 3.9mm pitch and utilises next generation NovaStar A8 graphics receiving cards combined with 18 bit+ ClearView technology to deliver truly stunning picture quality even in bright daylight conditions.

The OmegaPIX video system supplied by AC-ET features 240 panels to create a screen that is 10m wide x 6m high, with a high resolution of 3072 pixels wide x 1280 pixels high. In addition, a further 60 panels were supplied to create a

smaller 5m x 3m screen, along with the associated Novastar control boxes, data and power cabling, mounting hardware and flightcases, plus the screen support and truss.

Plummer commented: "We strive to provide our customers with a truly cinema-quality experience, and with our state-of-the-art new OmegaPIX LED screen, in our opinion we've just raised the performance bar for open air screenings. As well as enabling us to host events during the day, the screen's image quality is fantastic. It's bright enough to cope with daylight, has IP65 protection, and is designed for quick and easy assembly. We're really glad that we came to A.C. for a video solution - it will definitely enhance the cinematic experience we can offer our customers."

Although England couldn't find a winning combination, the OmegaPIX LED and GEO M10 along with the scenic views and scorching weather created a perfect storm for the crowds who visited The Luna Beach Cinema. The ProLights screen, bracketed by GEO M10 loudspeaker arrays, made its debut in Kensington Palace Gardens, relaying the coverage of the Royal Wedding to the London crowds. After 6 weeks of film, football and the Wimbledon tennis championships on Brighton Beach, it takes to the road for a tour around the UK called Luna Kids, showing 3 films a day in outdoor venues.

TPI

Photos: AC-ET
www.thelunacinema.com
www.nexo-sa.com
www.ac-et.com

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Tom Barton, Production Manager