

# Dvidea Cineasy™ TMS : Story of two independent Belgian theaters

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**Cinema Albert** in *Dendermonde* (2 screens) and **Cinestar** in *Waregem* (3 screens) are two independent theaters located in Belgium. Their exhibitors **M. Philip Cleynens** (Cinema Albert) and **M. Eric Degroote** (Cinestar) agreed to answer to our questions about the digital roll out. We thank them heart fully for their answers.

## ***How did the switch to digital occur in your theater?***

**E. Degroote** : It was very fast, it took a mere week to install and configure everything.

**P. Cleynens** : Preparation has taken almost one year, but once the decisions (projectors, servers, installation firm, third party, TMS,...) were made, everything went really fast and smooth. Some practical provisions take some time too (eg preparing a network that connects the library, projectors and servers with the places from where you want to operate the machines). But overall, going digital is much faster and easier than changing a 35mm projector.

After the preps, the tech guys came in. First the installation people from FTT who have a lot of experience with our Christie's projectors and Doremi servers. As an exhibitor, you need to keep your jaw closed because what you see in this new area is so advanced in comparison to 35 mm (light, image sharpness, stability, sound ...) that even when you were already well equipped in 35, these were really exciting times. That's why after a couple of months, I can only advise other exhibitors to do it and do it fast. We've taken our cinema into this new era, and we're happy we did it, and more important, people like it too, and are encouraged to come more then before (partly due to 3D of course).

## ***What were the specific problems related to your theater you had to resolve?***

**P. Cleynens** : As we are a small cinema with only 2 screens that tries to keep up with both commercial releases (+20 national releases per year per screen) and « art & essai » movies (+/- 25 per screen per year) we needed a flexible system to cope with special demands such as flexibility in back to back shows, skipping one or more trailers and / or intermission, ...

People from Ymagis told us our demands couldn't be met in the market yet, but got us in touch with DVIDEA who see their TMS as a work in progress and are always improving their product taking into account the clients' feedback. Since the cooperation with Dvidea started, a lot of these demands have been met, and some others are expected in the next months. With these improvements they are far ahead when compared to some bigger players, which we can only encourage.

**E. Degroote :** We are a little cinema with three screens, we are convinced that all the cinema exhibition industry will turn to digital in five years. And we absolutely wanted to have the 3D technology for Avatar. We can see now that we earned money. Today the industry is convinced that 3D is essential and it will trigger the move to digital cinema faster than expected.

### ***What did attract you in Dvidea Cineasy TMS ?***

**E. Degroote :** The user interface is nice and the software is very easy to use. Finally the communication with the Dvidea team was really efficient and allowed to solve our problems quickly.

**P. Cleynens :** Flexibility is the word that first comes to mind when I think about the people of DVIDEA and their TMS. Since we have a family business, the way DVIDEA (and people of Ymagis) works fits perfect to our style. Dedicated to get the best out of their product, and with a passion about what they do, it would not be the first time you get an answer on a question on a Friday night at 1 am.

### ***Why did you trust a young, innovative company such as Dvidea ?***

**P. Cleynens :** I hope other exhibitors will follow our example in choosing for passionate people, thus enabling these enterprises to grow. And if they keep up the same spirit, I'm sure we can come close to perfection in our business and are ready for upcoming challenges, which I'm sure will arise at a fast pace in the years to come.

But digital is here, and these last months have been exciting for both us and our audience who enjoy the improvements. Not one day passes without a client telling us how great this new experience was, and after all, that's the best satisfaction there is for us as exhibitors.

**E. Degroote :** Because young companies are more flexible and give more attention to their customers.



**Cinestar (Waregem, Belgium)**  
[www.cinestar.be](http://www.cinestar.be)



**Cinema Albert (Dendermonde, Belgium)**  
[www.cinema-albert.be](http://www.cinema-albert.be)