AMC to Get Sony Digital Projectors

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Sony says it has signed a $315 million deal to install its digital projectors in all AMC Entertainment theaters.

The contract will close the gap between Sony and Texas Instruments in the digital projector market. Texas Instruments has equipped 5,476 screens in North American theaters with its digital light processing projectors. The deal with AMC will increase Sony’s presence to about 5,000 screens.

Theater chains are replacing film projection equipment with digital versions because new technology provides a clearer picture. No film is used, so digital images are devoid of scratches and wobbly images. Distribution costs will also be lower, as studios no longer need to create and distribute reels of film. Rather, movies can be downloaded from a satellite or served to several projectors in one theater from a hard drive.

The Sony projectors will be installed beginning in the second quarter this year and continue through 2012.

Frank Rash, an AMC senior vice president, said AMC settled on Sony’s 4K technology because “digital cinema gives us a huge opportunity to do 3-D, live broadcasts and playback of live events.” ERIC A. TAUB
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