

Press Clipping

Publication : Free Press Journal
Date : 27/09/2008
Edition : Mumbai
Page No. : 09

ADLABS to distribute films over fiber optic

Adlabs Films Limited, a member of the Reliance Anil Dhirubhai Ambani Group, has crossed the milestone of over 10,000 successful shows in the true 2K Digital Cinema format. The record was achieved with the 5:05pm screening of Welcome to Sajjanpur on 22nd September 2008 at Adlabs' IMAX cinema in Wadala, which was Mumbai's first multiplex to convert entirely to 2K Digital Cinema in April. Adlabs was the first cinema operator in India to start rolling out Digital Cinema using Hollywood-standard DCI-grade projectors and servers, when it commenced its digital test bed network in April this year. Using the network of Reliance Communications, over 2000 Digital Cinema shows to-date have come from digital copies delivered via OFC on a weekly commercial basis.