

Cinema

NEWSLETTER

The Future of UK Cinema?

The UK cinema market is in a solid position, as audiences seem receptive to change.

UK cinema hit a record high in 2018, with 177,001,481 cinema admissions, increasing 3.7% on 2017 figures, according to the UK Cinema Association.

The cinema experience has changed considerably over the last twenty years, with the industry finding itself at a time where Netflix, Amazon and other on-demand media providers are revolutionising the business of the film industry.

This coupled with the increasingly sophisticated technology of televisions offering 4K resolution

(many cinema screens still only offer 2K), means that cinema theatres are continuously having to work harder to incorporate new and diverse technologies in order to provide an impressive all round experience, from the screen to the seating. Cutting edge technology and the digitization of the cinema means that a wide range of new and diverse technologies are now being incorporated into the cinema experience.

Premium cinema auditorium such as IMAX, Dolby Cinema, MX4D theatres and Screen X equipped theatres offer a higher quality picture, immersive sound, heightened realism and pristine audio systems customised for an optimal experience.

This includes all aspects of the theatre experience, from the size and resolution of the screen, the audio system, lighting, and of course to the in-house style and comfort – the quality of the seats and the F&B offering.

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Technology in Seating

Ferco has worked with exhibitors and cinema-goers to incorporate technology into their cinema seats, without foregoing comfort or aesthetic. **This seat includes the following optional features:**

- Slot-in Wireless Charging dock
- Remote open/close
- Easy-lift Cleaning System
- Surface Wireless Charger
- Call Button with Receiver
- USB Port
- Gooseneck Lamp



The Big Picture

Rob Arthur has worked as a Senior Consultant at The Big Picture since 2014, having worked in the UK and International Cinema sector for 27 years with companies such as Vue Entertainment, Curzon Cinemas, Apollo Cinemas, Warner Village and Warner Bros.

Recently he was appointed as an Advisor to the European Bank of Reconstruction and Development as well as co-founding the Emerging Cinema Markets Conference based in Istanbul, Turkey.

Here, he reminds us why cinema remains an important part of the community...

When surveyed city and town centre residents put cinemas at the top or near the top of their wish list of leisure facilities they would like to have in their area.

Several countries reported exceptional Box Office figures in 2018. Escapism from politics, economics and the feel-good nature of the films released last year contributed to a very successful year at the UK box office.

Since the early 1980's and the rise of the multiplex, the European Cinema Industry has seen a steady period of growth particularly in



Rob Arthur: Senior Consultant, The Big Picture.

THE BIG PICTURE

Western Europe. A second phase of growth in central and Eastern Europe as well as Turkey continues apace.

As the largest of the Western European markets mature there are different stories to be told. France and the U.K. continue to be robust markets with a strong concentration of local content, as well as Hollywood blockbusters.

In contrast, the German, Italian and Spanish markets have declined significantly from their peaks and are now back to levels of ticket sales last seen in the mid-nineties. The growth of cinema in Russia, Poland, Turkey and other Emerging Markets in Eastern and Central Europe has masked an under-lying issue which needs to be addressed by the under-performing markets.

Many argue that the issue is a lack of investment in cinema interiors including seats; high ticket prices; lack of use of new technology; or the lack of customer insights. Others, that there is a lack of local content. All are most likely true, but the key under-lying issue is that customers, property investors, operators and distributors have a responsibility to best understand the market-place and evolve to meet customer requirements.

Cinemas are important to communities because they:

- Are a Catalyst to re-purpose or regenerate town or city centres
- Screen a range of content to appeal to a varied audience at times convenient to all parts of the community
- Are Multi-purpose - used as an entertainment and multi-arts centre
- Engage residents in film, entertainment and cultural events
- Are designed to be accessible to everyone
- Provide local employment opportunities

In summary, cinemas should provide a flexible, affordable and transparent box office and on-line booking service so that all parts of the community can access the venue. Cinemas create local jobs directly and in-directly (local restaurants and shops) which will have a positive economic impact all year round.

As a destination, they should provide a high-quality venue which is continually refreshed, updated and adds vitality to the area. Customers increasingly should be able to combine the cinema experience, with access to food and drink and a sociable atmosphere.

Luxury: Defining the Cinema Experience



The industry's mantra has always been to 'create an experience you can't get at home'. Most exhibitors have explored how to replicate the comfort and convenience of the living room in their cinemas.

In a trend seen across both the independent and multiplex cinemas more traditional seats, focussed on maximising capacity have been replaced with armchairs, 'snuggle sofas', stools, tables for drinks, reclining seats and now full-length loungers. Luxury cinema seating has become a competitive differentiator.

Ferco remain the innovator, creating luxury cinema seating products suitable for any venue wishing to create a high-end luxurious seating solution, with bespoke touches.

Today movie-goers the world over seem drawn to super-comfortable chairs and generous leg-room and Ferco's Design teams have responded by adding and refining products in their Premium ranges.

The ever popular Verona Zero Wall is a fully reclining cinema chair designed for the maximum in comfort and style. The backrest of the 'Zero Wall' reclines into the space vacated by the seat moving forward.

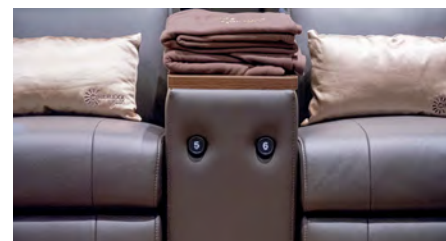
Beautifully crafted with quality engineering it is available as a single seater armchair, a twin-seater sofa or a link-seat with shared armrests.

As an option the Verona can be fitted with two individual motors control the footrest and back-rest separately allowing any user to adjust their reclining position to exactly their own comfort level. Coupled with the auto-return

function, the Verona includes a footrest sensor, so no hands or valuables get caught in moving parts.

The easy-lift system allows cleaning staff to gently and effortlessly tip the seat forward to enable thorough and effective cleaning. Under seat lighting provides a visual aid whilst doing so

Other features include footrest and backrest auto return, integrated tables, lighting, built-in cup holders and charging points. These seats can also be paired with Ferco's range of privacy panels such as the Cocoon or the Privata.



Verona Electric Recliners

Cinema's where patrons are able to 'dine-in' are becoming increasingly popular. Dodona's annual report shows that the concession sales in UK increased from £94m (2013) to £220m (2017) and concession alone accounts to 24% of the cinemas' turnover. Other regions around the world are talking about concession being 30-40% of their revenue.

Ferco manufacture products and accessories that easily facilitate F&B within the auditorium itself, including the double action Swivel table, removable Dinner Tray, integrated Call system, and additional lighting options.



Lux at PVR Cinema

Front Row Loungers

Responding to a request to design a seat perfect for tricky front-row space from the innovative PVR Cinemas in India, Ferco designed and manufactured the Lux lounge.

This seat is primarily for the largely redundant real estate of the front row of the screens as the pitch of the backrest is perfect for an easy view of the screen. It features an electrically operated backrest to vary the viewing angle and swivel tables.

Ferco also manufacture the Eva. Sophisticated yet simple with clean lines and minimal design, the Eva was created with the purpose of providing a comfortable full-length lounge for cinemas. The sleek shape and smooth textures of this lounge lend itself to front row spaces or luxurious screens. The seat can be upholstered in fabric, faux leather



or leather and is available as a single lounge, or a linked seat with a shared armrest.

Eva

Big Screen Gaming

Forget about being a movie star, forget about becoming the next Beyoncé, if you want to be rich and famous in the entertainment world, you should start playing video games right now.

Gross video game sales have outweighed box office receipts for over two decades, and they surpassed home video and theatre earnings combined fifteen years ago. The video games' industry has earned more revenue than the movie and music industries combined, every year for the past eight years.

Cinemas have been offering gaming experiences within dedicated screening rooms for private hire and parties for some time now. Those in the industry, have put the surge down to society's unwavering need for escapism and the continued release of a more diverse range of gaming experiences.

Big screen gaming is all about the shared experience of watching and battling with the best of the best in gaming. Massive screens, serious sound systems and comfortable seating provides the full entertainment experience.

Ged Hopkins, Head of Marketing for Cineworld, said: "People asked is if it was possible and we've tried to meet the demand.

"Now that we have digital projection on all of our cinemas, corporate presentations and gaming are more possible and affordable. It's very popular.

Ferco's Opus is the perfect addition to screening rooms with the option to adapt to big screen gaming.

The Opus range is available in a fixed, Glide or rocker back version and single, twin or linked seats with a shared or retractable armrest, with an integral cup holder.

It is a comfortable seat, with a generously cushioned headrest and soft foam backrest and seat – ideal for mammoth gaming sessions!



Reel Cinema Opus

From Enquiry to Installation: The Ferco Way

Ferco prides itself on providing clients with a full turnkey service from design to manufacture and installation.

Enquiry



Site Visit



Choose
Seat Model



CAD
Drawing:
Options



Quote
provided



3D Layouts



Seating
Layout
Agreed



Order
placed



Manufacture



Delivery &
Installation





Generation Alpha

From fairy-tale fantasies to animated favourites, cinema creates spellbinding screen stories for children. And with it a booming additional revenue stream for both multiplex, independent cinema groups and community cinemas.

Cinemas across the world have created child friendly environments to encourage families to visit during otherwise quieter periods.

For babies and younger children, cinemas have made the following adjustments; lighting in the auditorium is brighter, the film volume is lowered, there are dedicated areas for prams and pushchairs, parents and children are able to move freely around the auditorium.

Big adventures. Far-far-away lands. Unforgettable characters. The enchantment of cinema should start from a child's very first visit.

Some exhibitors have chosen to go one step further and have created dedicated areas especially for children and families, with playgrounds, slides and ball pits, within the auditorium.

Ferco have a range of fun and funky seating designed specifically for this market.

The Aladdin is a full length recliner, while the Dory is a miniature version of the Premium Verona.



In response to a request from Golden Screen Cinemas, Ferco created a 'cuddle couch', offering families the opportunity to sit together.

Ferco developed the Ariel seat for the front row of cinemas. The Ariel seat is comfortable and squishy – filled with durable polyurethane foam, it does not lose its shape as easily as conventional 'bean bags'.



Safety First

Product safety in the UK is governed by a wide regulatory framework consisting of both national and European-derived legislation. The laws apply to any business involved in the import, manufacture and supply of goods to consumers.

The safety of cinema seating hit the headlines under tragic circumstances earlier in 2018. With increasing numbers of cinemas installing seats comprising moving parts, the safety of patrons is of paramount importance.

Ferco's seating complies with all applicable legal, statutory, regulatory and occupational health and safety requirements, and carries a worldwide five-year manufacturer's warranty.



Rigorous tests are conducted throughout the research and product development process to ensure the safety and quality of the seating. Key areas Ferco assess each product in their seating ranges:

- Safety - areas such as sharp edges and entrapment points in folding mechanisms.
- Stability - making sure a seat won't topple if you lean back or sideways in it.
- Strength - ability to withstand normal use loads, as well as foreseeable misuse, such as standing on a seat.
- Durability - assessing the performance of the seat over its lifetime.
- Flammability - assessing the ability to withstand or extinguish various ignition sources



Olympic City, Hong Kong

Inclusive & Accessible

There are both social and economic arguments for cinemas to engage even more effectively with disabled people as audiences, particularly in these times of increased emphasis on quality of life, social inclusion, building inclusive environments (as best practice, not just compliance) and diversifying income generation in the arts and cultural sector.

According to The Office for Disability Issues, there are over eleven million people with a limiting long term illness, impairment or disability in the UK, accounting for 14.5% of cinema customers.

Adjustments to improve accessibility can include making it easier to book and collect tickets, wheelchair accessible seating, where friends and families can sit together, free carer/PA tickets, audio-description screenings, good flow around concessions and café areas and regular staff training.

Autism-friendly, 'relaxed' or 'sensory-friendly' screenings are now commonplace, with Odeon cinemas the first to offer this service across the UK. Now over 600 sites offer families the opportunity to enjoy film together.

Phil Clapp, Chief Executive of the UK Cinema Association, said:

"The positive response in recent years from audiences to autism friendly screenings has seen more and more UK cinemas look to offer these shows, with these becoming a regular feature of programming at many sites. At the same time, there is also increasing interest in offering a broader range of content, for example for older audiences."



According to the UKCA, the UK cinema sector is a world leader in terms of ensuring cinemas are a welcoming and accessible environment for people with disabilities. The CEA Card is a national concessionary scheme which provides people with a disability with a free ticket for a person to accompany them to the cinema. In 2018 well over 1 million free tickets were given out under this scheme.

If cinemas and their communications are open and approachable to all, audiences will develop because of the positive and inclusive messages being relayed. However, there is still work to be done to make cinemas truly inclusive, as disabled visitors continue to report less than satisfactory visits.

Automatically placing wheelchair places at the front of screens can be off-putting as the position can make watching uncomfortable for any length of time and limited numbers of seats next to wheelchair spaces can inhibit groups of family or friends.



Grainne Peat, Managing Director of Event Cinema Association talks alternative content...

Event Cinema is going from strength to strength, 2018 was an incredibly successful and interesting year for Event Cinema.

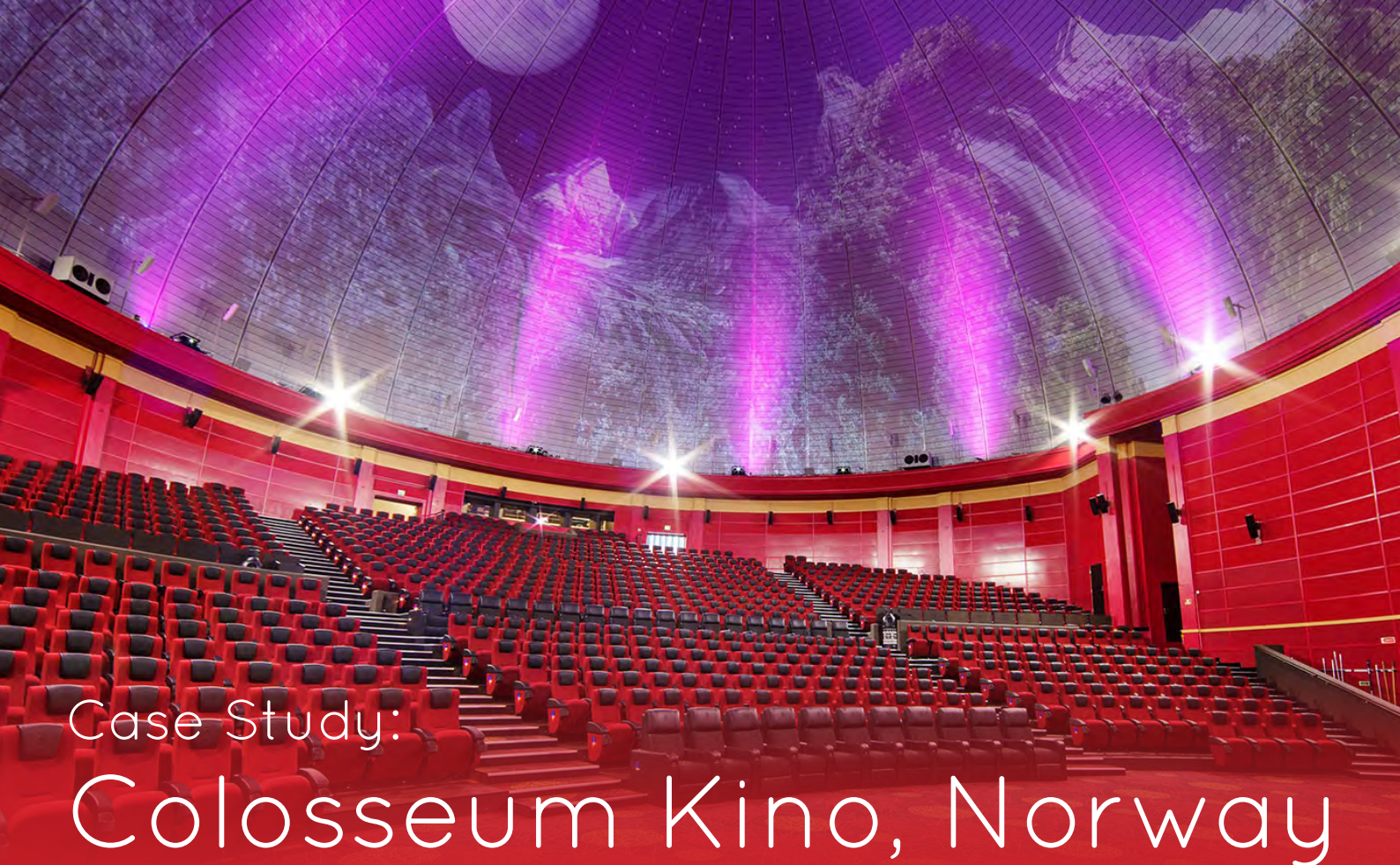
One that we can certainly take a lot of learnings from to really help grow the potential that Event Cinema can offer. Box Office figures for 2018 in UK and Ireland finished at GBP £41.5 million (from 127 titles throughout the year), which is up 19% from 2017.

It clearly shows that the appetite for alternative content is growing, which is reflected in the wealth and range of content now on offer to audiences. 2019 is once again looking strong, across all the different genres, particularly though for concerts and theatre.

How Ferco Can Help

Ferco offers bespoke seating solutions for cinemas and screening rooms all over the world. We can help maximise the use of space whilst offering an inclusive environment with adequate wheelchair and inclusive areas.

The layout design is optimised to provide total view seating, provision for ventilation systems and appropriate sound performance.



Case Study: Colosseum Kino, Norway



Paragon 755 seat



The imposing Colosseum Kino in Oslo, Norway is the largest cinema in Northern Europe and the largest THX cinema in the world. It is distinguished by its iconic dome.

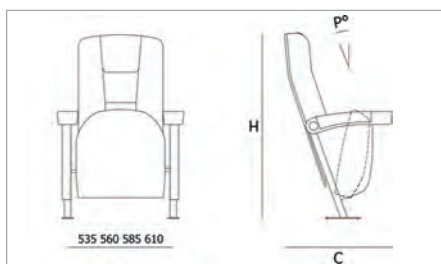
Located in the Majorstuen district of Oslo, the Colosseum Kino opened on 14th January 1928 with a seating capacity of 2,100 making it Scandinavia's largest cinema at that time. Designed by architects Jacob Hansen and Gerhard Iversen its Classical style entrance is dwarfed by the massive dome which contains the auditorium.



In 1963, the cinema was almost lost, when just as the premier of the film "Mutiny on the Bounty" was about to begin, the carpet in front of the screen caught fire and a few hours later, the huge dome collapsed. The city council decided to re-build the cinema to its original design and it re-opened in 1964.

In 2017 the main auditorium with seating in the former circle was extended forward to provide extra seats and is THX certified-an audio-visual standard developed by George Lucas. It now seats 978 people.

The refurbishment included a 22m wide screen, 50 new speakers, new seats and decor and an audio visual light show onto its iconic dome.



Paragon 755 seat

Ferco were delighted to provide seating befitting the latest refurbishment. Their Paragon 755 cinema chair was chosen, in part for its superior comfort but also because the design complements the wonderful atmosphere created in the impressive auditorium.



Bijou Cinema – Big Ambition

Technological advances in cinema projection mean small-scale venues can install projectors where space and access isn't as critical, providing the same spec as large multiplexes.

Small spaces with screens are growing in popularity in high-end residential developments, hotels, hospitals, micro

cinemas, ambitious home cinema set ups and even superyachts!

The potential for new cinema venues is endless. Smaller venues are more attractive as additional revenue generators as they can host special screenings for private parties or corporate hire.

In China, micro cinemas have soared in popularity, with numbers growing past 10,000 venues, overtaking the number of regular screens. Sony have recognised the demand and developed the SRX-R608 4K, ultra-high contrast image quality projector to launch in China.

Private screening rooms are brilliant spaces for watching sports events, concerts or televised award ceremonies. Comfortable luxurious seating is a valuable addition.

The Premium Lucca is particularly suited to smaller cinema venues.

Available as a fixed back and a Glide version as a single, twin or linked seat. The shaped foam upholstery provides ergonomic support for a comfortable sitting position.

The Glide model has an innovative internal mechanism that allows the seat to intuitively glide into a reclined position as you lean backwards, without the need for motors or controls, making reclining natural and adaptive.

In keeping with these venues unique identities, the Lucca can be upholstered with a huge range of fabrics and stitching can be customised on request.



Could it ever catch on?

UK cinema operators directly employ over 17,500 people and support many thousands more jobs in the wider industry.

There are cinemas in Poland and one in Belgium with no staff. Technology has advanced far enough to operate cinemas without anyone, with a combination of operating systems and sensors built into seating. Is the human element important to the cinema experience?

To discuss any aspect of cinema seating design or the installation of fixed seating, **please contact:**

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