verkehrshaus.ch
FILMTHEATER

Media information Lucerne, 23 February 2010

IMAX Theatre to be renamed "Filmtheatre at the Swiss Museum of Transport"

The significantly expanded programme and the reorientation of the IMAX Theatre has prompted a name change: from IMAX Theatre to "Filmtheatre at the Swiss Museum of Transport". The new name underscores the umbrella brand strategy pursued by Switzerland's most popular museum, a brand that covers the full range of attractions on offer at the Swiss Museum of Transport.

The Swiss Museum of Transport has been operating the IMAX Theatre since 1996. This in-museum cinema offers hourly 70mm-format documentaries – more detailed, more immersive and in particular bigger – on Switzerland's largest permanent cinema screen. As a consequence of the technical advances in the field of digital transmission, and with a view to the quite recent rediscovery of the three-dimensional movie experience, in 2008 the Swiss Museum of Transport and its movie theatre took a major step into the digital (cinematic) future. Thanks to the Dolby 3D digital dual projection system with two high-brightness Christie projectors, the entire width of the almost 500 square metres of screen area can be exploited. This technological leap, the associated new film formats and the reorientation of the cinema mean that the contractual relations with the Canada-based IMAX Corporation have to be restructured. Conducted in a spirit of mutual consent, this process also necessitated a name change: the films presented by the Filmtheatre at the Swiss Museum of Transport are no longer screened primarily in the 70mm IMAX format, but in digital form.

Nothing will change for the visitors to the Filmtheatre at the Swiss Museum of Transport: they will continue to enjoy the daytime programme of extraordinary documentaries, with a film starting every hour. The evening schedule features more cinema films, and the extremely successful live broadcasts from the Metropolitan Opera in New York will continue to be screened. Other special cinema-related events – such as the monthly Film Brunch in the Swiss Museum of Transport – will be continued in consistently expanded and enhanced form.

The next documentary film premiere in 3D digital format will take place on 4 March 2010 with "Sea Monsters 3D". The next live opera broadcast – "Hamlet" – is scheduled for 27 March 2010.

The Filmtheatre at the Swiss Museum of Transport: large-format cinema

Website: www.filmtheatre.ch

Print-quality image downloads: www.photopress.ch/image/verkehrshaus

For questions please contact:

Swiss Museum of Transport
Christian Scheidegger
Head of Filmtheatre
Lidostrasse 5, 6006 Lucerne
Tel.: 041 375 74 97
E-mail: christian.scheidegger@verkehrshaus.ch

Swiss Museum of Transport
Blandina Werren
Head of Corporate Communications
Lidostrasse 5, 6006 Lucerne
Tel: 041 375 74 72
E-mail: blandina.werren@verkehrshaus.ch