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CINEMACITY STARLIGHT, ABU DHABI:

ARTISTRY DEFINES THE CINEMATIC SPACE

METRO PRIVATE CINEMA:

CHELSEA'S NEW BLUEPRINT FOR BESPOKE CINEMA

THE DELTA:

REINVENTION FROM THE PAST FOR THE FUTURE TECH..

ODEON MULTICINES SAMBIL:

EUROPE'S FIRST FULLY ACOUSTICALLY TRANSPARENT...

KINOPOLIS HAFENCITY:

THE LEGACY OF CINEMA EXCELLENCE IN HAMBURG

NORTHERN LIGHT CINEMA:

CINEMA REIMAGINED FOR THE PEOPLE

GOURMET POPCORNICA:

INDIA'S POPCORN REVOLUTION HAS JUST TAKEN...

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contents

This issue of **TW** has two sets of page numbers - International pages TW-1 to TW-44 for **TW**, and India pages TM-1 to TM-34 for **TM**. **TM** is inserted between pages TW-38 and TW-39 of **TW**.

TW-8 **GLOBAL TALK**

SPECIAL STORY

TW-16 CINEMACITY STARLIGHT, ABU DHABI:
ARTISTRY DEFINES THE CINEMATIC SPACE

INSTALLS

TW-24 METRO PRIVATE CINEMA:
CHELSEA'S NEW BLUEPRINT FOR
BESPOKE CINEMA

TW-26 THE DELTA:
REINVENTION FROM THE PAST
FOR THE FUTURE

TECHNOLOGY

TW-29 ODEON MULTICINES SAMBIL:
EUROPE'S FIRST FULLY
ACOUSTICALLY TRANSPARENT
HDR CINEMA LED

TRADESHOWS

TW-35 Review - **CineEurope**

TW-36 Review - **BIG CINE EXPO**

TW-39 **FUTURE RELEASES**

INSTALLS



TECHNOLOGY



TM-4 **INDIA SPEAKS**

INDIA PLEXING

TM-16 1 CINEMAS:
NOIDA'S NEW AGE ENTERTAINMENT
DESTINATION

TM-25 MIRAJ CINEMAS:
A NEW ADDRESS FOR CINEMA
IN GHAZIABAD

TM-29 CINÉPOLIS, CITY CENTRE II:
A FUTURE-READY CINEMA FOR A
FUTURE-READY COMMUNITY
IN DWARKA

SPECIAL STORY

TM-31 GOURMET POPCORNICA:
INDIA'S POPCORN REVOLUTION HAS
JUST TAKEN A NEW PATH

SPECIAL STORY





ODEON MULTICINES SAMBIL: EUROPE'S FIRST FULLY ACOUSTICALLY TRANSPARENT HDR CINEMA LED

As premium large format experiences become increasingly sophisticated, innovations in direct view LED displays, immersive sound, and intelligent automation are redefining what audiences expect from the theatrical experience. The latest installation in Madrid reflects this transformation, demonstrating how engineering and cinema can come together to create a new benchmark for premium exhibition.

A European Milestone

A significant chapter in European cinema exhibition has been written with the opening of Europe's first and largest fully acoustically transparent HDR cinema LED auditorium at Odeon Multicines Sambil in Madrid, Spain. Installed in December 2025, the premium large format auditorium has spent the past six months showcasing multiple HDR titles on the flagship Tricorne Premium LED screen. More than just another technology upgrade, the installation represents a proof of concept for premium



"This installation marks a game-changing milestone for our premium cinema strategy. By pairing HDR cinema LED with true acoustic transparency, we're bringing European audiences something completely new - the visual brilliance of Direct View HDR, perfectly paired with the immersive sound of Dolby Atmos."

– D. Luis C. Millán,
Chief Executive Officer and Owner,
Odeon Multicines

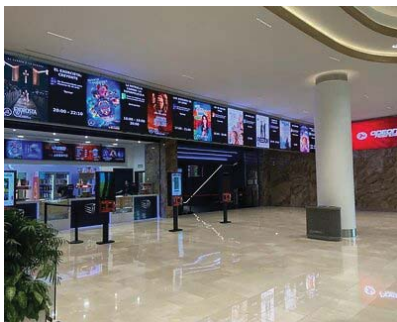
cinema experiences built around direct-view LED technology. The ambitious project was delivered through a close collaboration between GDC, Tricorne Premium LED, and local system integrator Equipo de Cine, bringing together expertise in display technology, cinema systems, and installation.

Built with Precision

Projects of this scale typically demand extensive installation periods and large technical teams. This installation, however, challenged those expectations. Despite the complexity of deploying one of Europe's most advanced cinema LED auditoriums, the complete system was installed within just 30 days by a four-person technical team. The achievement highlights not only the maturity of the technology but also the efficiency of the engineering and planning behind the project. The result is an auditorium that combines advanced visual technology with thoughtful architectural integration, designed specifically for premium theatrical presentation.

Sound without Compromise

Perhaps the most defining feature of the installation lies not in what audiences see, but in how they hear. Unlike conventional LED cinema displays that require loudspeakers to be positioned around the screen, the Tricorne Premium LED display incorporates a micro-perforated surface that allows sound to travel directly through the screen.



"From an integration perspective, this project demonstrated that large-format acoustically transparent LED can be deployed efficiently without compromising performance. The combination of modular design, precise alignment, and a certified playback ecosystem allowed us to meet both technical and operational targets within a very tight schedule."

– **Juan García,**
Chief Technical Officer, Equipo de Cine

This enables the front speakers to remain hidden behind the display, ensuring dialogue and on-screen effects originate precisely from their intended locations. By preserving natural sound localisation, the system eliminates many of the

acoustic compromises traditionally associated with non-perforated LED cinema screens. It also supports all leading immersive audio formats, creating a seamless relationship between picture and sound that strengthens audience immersion.



Raghav from TheatreWorld recently visited Odeon Multicines and met the GDC Team.
Left to Right: Sachin Shetty, Cristina Vázquez, Raghav (TheatreWorld), Kokoro Tong & Loran Abadie

Designed to Impress

The visual presentation is equally remarkable. The curved direct view LED screen measures 17 metres wide by 7 metres high, extending from wall to wall and floor to ceiling. Featuring a fine 3.3 millimetre pixel pitch, the display delivers HDR imagery that exceeds 4K resolution while maintaining exceptional colour accuracy and detail. Its curved design enhances the audience's field of vision, creating a more enveloping viewing experience while ensuring visual consistency throughout the auditorium. The display also supports direct-view 3D presentations. Leveraging the inherent brightness and contrast of LED technology, the system produces brighter, sharper, and more immersive three-dimensional imagery with ultra-low crosstalk, offering audiences a richer experience for blockbuster releases and event cinema programming.

Smart Behind the Scenes

While audiences experience the visual and audio spectacle, much of the innovation operates behind the scenes. The auditorium integrates GDC Cinema Automation CA2.0, providing centralised scheduling, playback automation, and real-time monitoring across the cinema complex. The platform automates feature and trailer playback while enabling operators to efficiently manage extensive content libraries across all 12 auditoriums.



"This project is proof that LED cinema has come of age. A fully DCI-certified, acoustically transparent LED solution at this scale isn't just a technical achievement - it's a game-changer for exhibitors and audiences alike. The HDR visuals we're delivering here simply cannot be achieved with conventional projection technology."

– Dr. Man-Nang Chong,
Founder & Chief Executive Officer, GDC Technology



Connected through the SCL 3000 Live Streaming Library Server, the system supports scalable content management and live streaming capabilities, offering exhibitors a streamlined operational workflow alongside the premium presentation experience.

The Road Ahead

The Madrid installation represents more than a technological showcase. It demonstrates how cinema LED technology has matured into a practical solution for

premium exhibition, combining exceptional picture quality, authentic sound reproduction, immersive three-dimensional presentation, and intelligent automation within a single auditorium. As exhibitors continue exploring ways to differentiate the theatrical experience from home entertainment, installations such as this provide a compelling blueprint for the future.

They show that the next generation of premium cinemas will not be defined by a single innovation, but by the seamless integration of advanced display technology, immersive audio, and smart operational systems. With Europe's first fully acoustically transparent HDR cinema LED auditorium now in operation, the industry has gained another powerful example of how technological innovation continues to reshape the future of the big screen.

