

# The new SHOWMAX® CINEMA installation at "Le Club de l'Etoile"

14 rue Troyon  
75017 Paris  
FRANCE

+33 1 4380 4205  
Screening room

[www.club-de-etoile.abcsalles.com](http://www.club-de-etoile.abcsalles.com)  
Philippe PAQUOT



## Club de l'Étoile : A prestigious place for French movie pros

The Club de l'Étoile, near the Champs-Élysées, was formerly an Italian-style theater. It has been refurbished by two naval designers, and has become a welcoming space dedicated to cinema. The place is well-known in Paris: it is, at the same time, a prestigious projection room and a tool for postproduction services. Catering to professionals of movie and TV industry, it is used by technical teams to fine-tune their settings (film image and sound), as well as hosting big movie previews, welcoming production teams or specialized press members.

**The Club de l'Étoile's aim is to give their customers – directors, producers... – the best screening conditions available to watch their films or their rushes, including digital cinema and video (HD/DI projection, with 'dual link' Christie 4.4.4 projector and digital JPEG 2000/MPEG server or HDCam / HDCam SR playback).**

The Club de l'Étoile hosts many media events – for instance, Kodak launched their new Vision color negative film there, with HD projection and return to 35 mm film ; Hollywood majors like Pixar, ILM or Lucas Film present work prints of their animated movie features, and previews of their biggest movies before their European release (War of the Worlds, Revenge of the Siths, Ghost of the Opera..). *"Our theater has to be technically at the top. That's why we decided to call Showmax Cinema", says Philippe Paquot, Club de l'Étoile's manager.*

**Unequaled colorimetric specifications, thanks to the**  **non-perforated screen.**



- Real whites, no grey background
- Improved perception of details in low luminance levels
- Improved contrast, better definition, more accuracy in color balance and textures
- No more holes in the screen means improved brightness and better comfort for the audience, even in the first rows
- Total compatibility with conventional (film) and digital cinema
- No more 'moiré' effect with digital cinema projectors

*"The non-perforated Showmax digital screen is a major asset for postproduction teams, as they can monitor image restitution under perfect conditions", affirms Philippe Paquot.*

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## Better acoustic treatment

The Club de l'Étoile is concerned about having the very best image and sound equipment available. In the last three years, the quality of the theater's equipment has improved continually. *"The main difficulties we encountered came from the acoustic side. The room has balconies, which behave as resonating cavities, creating serious problems as we wanted to get the best sound quality available",* says Philippe Paquot.

Showmax Cinema specialists collaborated with an acoustician to improve the room's acoustics. The applied treatment mixes absorption in certain places, diffraction at others. *"This treatment of sound reflexions compensates every acoustic problem in the room : dialog intelligibility improved a lot, and listening comfort is now optimal",* adds Philippe Paquot.

All these improvements allow more coherence during postproduction tasks. Directors and production teams can really concentrate on the sound aspects.

*"We are delighted to be able to offer to professionals an image+sound installation adapted to the most demanding projection conditions",* Philippe Paquot concludes.



Screening room