

ferco
SEATING

Cinema

N E W S L E T T E R

'Pay as You Please' Ticketing



Dan Ellis,
Founder of
Jam Jar
Cinema

Sofas have been replaced with front-row reclining Lucca's and all seats have been upholstered in a vegan friendly faux leather.

Ferco continue to work with Dan and the team on this next phase of the project and have recently completed the installation of seating into a smaller screening room.

To provide a different aesthetic, they chose Ferco's popular Paragon 755 cinema seat. These fixed seats provide superior comfort and are generously proportioned.

Located in the heart of Whitley Bay, the Jam Jar Cinema offers friendly, affordable, inclusive and diverse cinema.

They currently have a refurbished 45 seat screen, a smaller screening room and plan to add another screen and install a lift by the end of 2019.

They have introduced 'pay as you please' movie tickets for customers, with the hope the plan will allow more people to afford a trip to the pictures.

'Full price', 'over 60' and 'under 18' admissions will be replaced by choices of Tier 1, 2 and 3 tickets, priced from £4.50.

Jam Jar believes it is the first scheme of its kind in cinemas in England.

Dan Ellis, Founder of Jam Jar Cinema said:

"A choice of prices will benefit so many locals - it might be a while until payday, or perhaps you have no payday coming - but that shouldn't stop you from coming to the pictures and enjoying some escapism for a while."

The Jam Jar team knew what they wanted to achieve with the refurbishment and expansion - bespoke, luxury seats - which are even comfier than the last.

"We're really happy with our new installation from Ferco. It's been fantastic to hear the audience's response and all the positive comments have made it all worthwhile. In the long run we're hoping this new auditorium will help increase the number of visitors we get and provide a more luxurious experience for our regular attendees."

Jam Jar chose to install the luxurious Lucca in the larger of their refurbished screens. The Lucca has a sleek and streamlined aesthetic for modern cinemas. It is available in both a fixed-back and a Glide version as a single, twin or linked seat.

Newsletter Highlights

Dinner and a Movie?

Master Planning

Ferco and Flexound Augmented Audio™ - A Collaboration

Kevin Markwick on the enduring allure of Cinema

Savoy Cinema Group

Cinemas with something for Everyone

Dinner & a movie?



Dine-in Cinema by Reel Cinema



From popcorn to signature cocktails and dirty burgers, what we eat in front of the big screen is changing and redefining the experience.

It used to be that 'dinner and a movie' took place in two distinctly different locations.

Picture this – the lights are dimming, the trailers are just about to start, your seat is perfectly comfortable, and instead of the usual fare of popcorn, hot dogs and a soft drink, you're about to bite into a juicy double patty of premium Angus beef on a seasoned brioche bun, crunchy home-style fries and an ice cold beverage from the bar.

Food sales in cinemas have always provided lucrative profit margins and the last few years have seen an increase in exhibitors offering patrons the dine-in movie experience.

Reel Cinema's latest dining and entertainment concept is a collaboration with Guy Fieri's Jabal Ali Kitchen & Bar, offering patrons the best of his classic American comfort food.

The first 180-seater dine-in cinema experience in Dubai is split across four screens, and is complemented by a 100-seater restaurant with both indoor and outdoor seating.

Reel chose to partner with Ferco to design a seat for their take on the dine-in cinema concept.

Ferco developed the Vevo seat for this application. The seat slides in and out from the fixed table. Patrons enjoy table service and an impressive menu.

All of Ferco's Premium range seating can be paired with integrated swivel tables in a variety of finishes – perfect for those all-important concessions!



Luxury Reclining Verona



Dine-In at Reel Cinema



Premium Verona

Cinema as Therapy..



...Watching movies encourages emotional release

Even those who often have trouble expressing their emotions might find themselves laughing or crying during a film.

This release of emotions can have a cathartic effect and also make it easier for a person to become more comfortable in expressing their emotions.

Cinema therapy allows us to use the effect of imagery, plot, music, etc. in films on our psyche for insight, inspiration, emotional release or relief and natural change.



Cinema at the Centre of Master Planning

Cinema, leisure and retail spaces are at the heart of town regeneration and new town planning.

Research has pointed to the many ways in which local cinemas engage audiences, deliver a great experience, and make a much wider contribution to local culture, community and the economy. Including a cinematic offering in these plans is key as placement can attract additional leisure and retail investment and an increased footfall in the area at key times of the day and throughout the year.

This increased footfall can provide improved trading opportunities seven days a week, particularly during the evening and during peak cinema trading hours between 6 and 9 pm. Well-attended cinemas become a

destination and can add a sense of vibrancy and vitality to a town or city centre scene, encouraging wide and diverse sections of society to visit; offering an alternative to an evening pub culture.

The 'experience' around watching a movie is as important as the film itself, with patrons looking for more of a return on spend. Enhanced food and beverage choices can encourage people to boost spending and the time spent within a complex.

Offering different films for different people with cinema as a destination can assist with community development. Local cinemas can create an environment for children and adults to engage positively with film, entertainment and cultural events that would otherwise be unavailable to them.

Even small cinemas provide diverse opportunities for the employment of local people, both directly and indirectly.

Opening a new cinema can also offer communities opportunities to explore cultural diversity by expanding their audience's knowledge and taste through the programming of a broader range of cultural forms and traditions.

The type of cinema should be determined by demographic research and consumer profiles.

With nearly 800 cinemas in the UK, the highest level of cinema attendance since 1970 and a record-breaking number of films released in 2018, the potential for future growth in the sector and cinemas place in the master planning of our towns and cities is secured.

Cineworld at the O2 goes ViP

Cineworld recently completed an extension to Cineworld O2, now the largest cinema complex in London. The extension increases the venue from 11 to 19 screens.

Chapman Taylor delivered the extension fit-out, which increased the number of screens, added a 4DX motion-seat and special effects theatre, four standard cinema theatres and three ViP cinemas with reclining seats and access to a private ViP lounge. Cineworld O2 now has a capacity of 4,500 seats.

Cineworld chose to install the Verona Zero Wall in their three new ViP screens. An electric recliner specifically designed for theatres where capacity and comfort are equally important, the backrest of the Verona 'Zero Wall' reclines into the space vacated by the seat moving forward.



Cineworld at the O2

"Ferco's Reclining Seating offers a premium experience, allowing our customers to reach new levels of luxury and comfort. Our customers are able to relax in style, in the extremely generous sized leather seats, and walk away after a screening knowing they have truly experienced ViP."

- Cineworld spokesperson

Ferco have also installed the Verona Zero Wall in the ViP Experience at Cineworld Cheltenham.



Cineworld Cheltenham



Ferco and Flexound Augmented Audio™ - A Collaboration

Ferco is proud to partner with FLEXOUND Augmented Audio™ to integrate their luxury cinema seats with this innovative technology, designed and engineered in Finland.

The first cinema seat ranges certified for FLEXOUND Augmented Audio™ are now in mass production, with the very first installations unveiled this year. Two models have been certified - Ferco Seating's Verona and the Milano.

The Verona is a fully reclining luxury cinema seat with options of a single or dual electric motors operating both the backrest and footrest and the Milano is a supremely comfortable cinema seat, with option for a reclining rocker-back mechanism.



The demand for luxury cinema seating is rapidly increasing - right across the globe exhibitors are embracing premium cinema. Whether you are an independent boutique or a large multiplex, Ferco Seating can help to provide the ultimate cinematic experience with multiple options and innovative integrated technology.

Exhibitors can choose to add value to these premium seating products as the FLEXOUND Augmented Audio™ complements all current sound systems. It combines high quality surround sound with physical vibration, creating a unique, immersive cinema experience.

“Our co-operation with Ferco Seating is the next step in our global cinema strategy as augmented audio defies all cultural barriers.” says Flexound CEO Mervi Heinaro.



CGV Wangsimni

Ferco CEO, Tim Barr responded “Ferco wishes to remain at the cutting edge of seating design with our fingers on the pulse of innovation in the cinema industry. We constantly strive to offer exhibitors the best products to enhance their customers experience and to keep coming back for more, and Flexound fitted in with that ethos.”

FLEXOUND Augmented Audio™ adds the sensation of touch to audio-visual listening. The technology offers equal sound quality in each seat regardless of its location in the auditorium. It improves the clarity of dialogue and enables lower sound volumes in the theatre, as less subwoofer is needed. Augmented audio requires no wearable accessories.

Korea boasts Asia's first Ferco and Flexound Augmented Audio™ cinema at the CJ 4DPLEX Gold Class Wangsimni complex, with the technology in every seat.

Ferco have provided seating for some of the biggest names in cinema - Odeon, Regal, Reel Cineworld, VOX, Empire, Golden Screens and PVR.



Milano

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





Kevin Markwick on the enduring allure of Cinema

The demise of cinema has been on the cards for as long as I can remember, I grew up with it in the 70's and 80's, that and the imminent nuclear apocalypse. Both outcomes would have had a detrimental effect on my life, not least because vaporising all the cinemagoers would certainly have resulted in a serious slump in already declining box office figures.

Fortunately, common sense prevailed and the threat of worldwide annihilation receded. Cinemas though seemed to remain in mortal danger of disappearing, at least according to the media. To be fair cinema had seen a spectacular decline since the all-time high in 1946 of 1.6 billion annual admissions to a low of 54 million by 1984.

It's difficult to imagine now just how many people went to the cinema in 1946. There were good reasons for that of course. The real world mostly had war and rickets and no central heating so cinema was a place to escape where you could catch up with pictures of the news and it was certainly warmer than your house. It also happened to be the golden age of Hollywood which probably helped.

The advent of television, central heating and lack of a world war continued to hit cinemas hard for the next four decades. Somehow we managed to survive, despite our own industry's best efforts, particularly throughout the 70's when the major circuits started converting the empty draughty old cinemas they owned into orange painted boxes with postage stamp screens, often with the seats that had been in situ since 1936.

Joining the EEC, and an endless parade of terrible TV spin offs couldn't deal the fatal blow. Then in 1984, like a cigar chomping Donald Sutherland atop his Sherman tank in Kelly's Heroes, the Americans rolled into town and built the UK's first multiplex at Milton Keynes. This was the turning point. Admissions have continued an upward curve ever since and are now back to the heady days of 1970 in a terms of attendance. I literally grew up in a cinema, my family acquired The Picture House in 1964 when I was not quite two years old. I have experienced the ups and the downs and the frustrations of keeping an independent cinema afloat and we now find ourselves in what can be described as cautiously rude health. I can never truly relax though, firstly because it's not good business practice to rest on one's laurels, but secondly I have seen just how suddenly it can turn.

Of course, this is a potted and clearly simple-minded history of cinema in the UK, but I think it proves something valuable. That people want to go to the cinema.

Why is this? I maintain it's because there is nothing else like it. I've been fortunate enough to observe



Kevin Markwick

audiences up close all my life and the power of cinema can still take me by surprise. It's totally immersive in a way television and your smart device can never be. I don't mean shaking the seats about or wearing 3D glasses, I mean human stories that draw us in as we sit in the dark and experience collective moments of shock or happiness.

Most of us have a precious memory of a film we experienced in the cinema, I'm pretty sure the same doesn't hold true while you sit at simultaneously scrolling through Facebook and watching Netflix. Cinemas are now places people want to go and there seems to be a better understanding of how the experience is part of that equation. Obviously, this includes food and drink and crucially comfortable seating and top-drawer picture and sound. Frustratingly, none of it works unless the film is something that appeals, a part of the equation beyond the control of cinema owners.

For reasons best known to themselves the press love the story that streaming is going to kill cinema, and before that DVD and before that VHS and before that TV, and probably before that the motor carriage, but we're still standing, and I'm sure part of the reason is because we know why more than we ever have before.

What is your most powerful memory of cinema? Elliot and E.T taking off, Spartacus dying as he sees his freeborn son, Omar Shariff riding out of the heat haze, Sophie having to choose, boys soluting their teacher while standing on a desk, an Alien bursting out of John Hurt, Brad Pitt taking delivery of the box, Rhett Butler leaving, Rob Reiner's mum having what she's having, Gene Kelley dancing in the rain, Harry Lime on the Ferris wheel, the list is endless.



Picturehouse Uckfield

Maya Angelou famously said that people will forget what you said, people will forget what you did, but people will never forget how you made them feel. That in a nutshell is the essence of why cinema continues to endure.

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.

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

Emerging Cinema Markets

Cinema going today is a global and dynamic phenomenon, with growing annual box office returns of \$40.0 billion increasingly evenly spread across the world.

The Emerging Cinema Markets Conference 2019 will focus on the continent of Africa, Turkey, the host nation, and New Europe (the Balkans and former Soviet states), Central Asia and the GCC. In combination they present a market opportunity of 1.7 billion people served by only 6,850 active cinema screens!

With the rapid development of the industry in Latin America, Africa and the Asia-Pacific region, the cinema operators involved recognise the extent to which the business opportunities and policy challenges they face – such as film theft, technology standards, theatrical release practices, international trade practices and the highly valued relationship with partners in film distribution – are shared by counterparts across territories.

The Emerging Markets in Africa, New Europe, Central Asia, and the GCC are at an early stage in the growth and development of their cinema markets, but in combination they offer a significant opportunity for investors, studios, distributors, exhibitors and the specialist supply chains to the industry.

Ferco are proud to be Retail Exhibitor Sponsors of this year's conference and will be available to discuss their full-range of premium and general admission cinema seating at the conference.



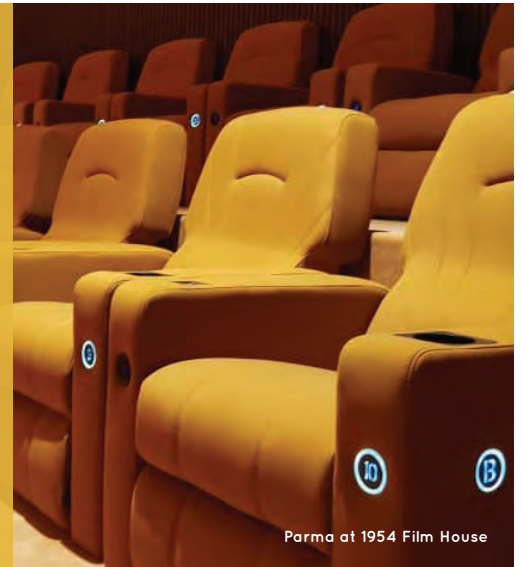
Kuwait's Only Boutique Cinema

1954 Film House is located in Al Kout Mall and operated by Cinescape, owned by Kuwait National Cinema Company.

The KNCC is the biggest and oldest (established in 1954) cinema company in Kuwait. This is first and only boutique cinema in the market.

Ferco worked closely with the designer on the VIP seats aesthetic and specification. The client's concept was to bring back the nostalgia of 1950's cinema-going, combined with state-of-the-art technology and the Parma was born.

Even the fabric was selected for its retro vibe. The Parma is a fully reclining motorised seat with footrest.



Parma at 1954 Film House

Cinema Star, Armenia

The first multiplex to open in Armenia is operated by Cinema Star, a Russian owned chain of cinemas, currently located in more than 15 cities in Russia and Armenia.

Opened in 2012, the exhibitor wished to upgrade seats in a small VIP screen and opted to install the luxurious and comfortable electric reclining Milano Zero Wall (twin and single seats) within a Cocoon Privacy Panel.

Ferco's Premium Privacy Panels are designed to provide a cosy space to enclose twin or single cinema seats. The Cocoon provides guests with an extra layer of luxury. Beautifully crafted to fit snugly around the seats, the panels can be upholstered to match or complement any scheme.

The panels are highly customisable with lighting options, power and data options, cup holders and tables.



Premium Milano with Cocoon

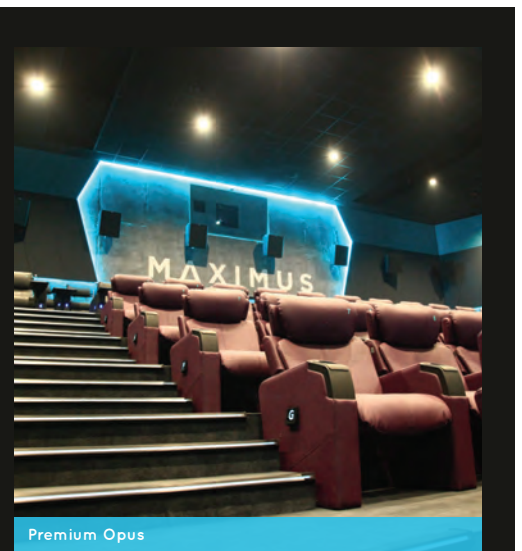
Boulevard 57 – Pakistan's Most Premium Multiplex

Boulevard 57 is a stellar addition to Lahore's culture of cuisine and recreation.

Being Lahore's first-ever family entertainment enclave, the Boulevard features a food court with a selection of restaurants and, state-of-the-art 8 screen multiplex, gaming room, gym and salon.

Expected to generate a footfall of over 1.5 million a year, the facility is located in central Lahore.

Ferco are proud to work with Art Vision to deliver seats for each of their screens, installing over 1000 seats across the complex.



Premium Opus

Case Study: Savoy Cinemas

Savoy Grantham

Nottingham-based Savoy is a popular, independent cinema group. The Savoy Grantham is the chain's fifth cinema in its Midland's-based network, with a sixth cinema due to open in the coming months.

The Grantham cinema's five screens accommodates a total of 650 seats, with a variety of screen sizes. Savoy plans a variety of cinema offerings to suit all audiences, from major blockbuster films to live streaming of events, opera and drama from the National Theatre. Savoy also operates cinemas in Corby, Nottingham, Boston and Worksop.

This newest cinema opened its doors to the public during Easter 2019 and the Ferco team were delighted to join Savoy at their Grand Opening night.

Ferco has already installed the Paragon 755 at both the Nottingham and Corby sites. Originally chosen to reflect the period and style of Nottingham's art deco architecture, the 755 provides superior comfort, with a sprung seat generously padded backrest.

Twin 'love seats' have also been installed as available seating options in two screens.

Ferco are continuing to be work with the group on their latest projects, with phase two of replacement seating in three additional screens at the Boston site taking place in early 2020.

Managing Director, James Collington commented, 'As the expectation from customers for luxury seating becomes more widespread, we are now re-stepping all auditoria at our Boston multiplex to accommodate the Ferco Verona Zero Wall recliners. Both quality and service are a key requirement from our seating supplier, which Ferco is able to fulfil'



Paragon 755 Love Seat



Savoy Corby



Savoy Nottingham



With more than a decade of experience as an Industrial Designer, Imran Othman has been behind innovative product designs from small start-up companies to internationally recognisable brands.

Ferco Seating wishes to remain at the cutting edge of seating design and in 2018, the Malaysian born designer was appointed as a product design consultant. The first collaboration resulted in an innovative design solution and unique styling - a new cinema recliner named the "TUSCANY".

The collaboration between Imran's international experience, innovative designs, innate style and dynamic personality and Ferco's thirty years of experience designing and manufacturing world-class cinema seating solutions will continue to produce contemporary and cutting-edge designs for the patrons of tomorrow.



Tuscany Luxury Recliner



Cinemas with something for Everyone

Choice appears to be one of the biggest current trends in cinema. Coupled with creating an enhanced customer 'experience' means that more and more exhibitors are looking to deploy differentiating factors in their complexes.

Dominant in bigger chains and multiplexes, the trend is also trickling down to independent, boutique and community cinemas, who are trying to appeal to as diverse a group of patrons as possible.

Listed as one of the top five cinemas in Dubai, the Reel group really does offer something for everyone. The Platinum Suites are the height of luxury. Little ones will be right at home in specially designed Reel Junior screens. For foodies, there's the Dine-in Cinema option. And if it's all about the action, Reel have invested in the latest tech: Dolby Cinema, ScreenX and MX4D.

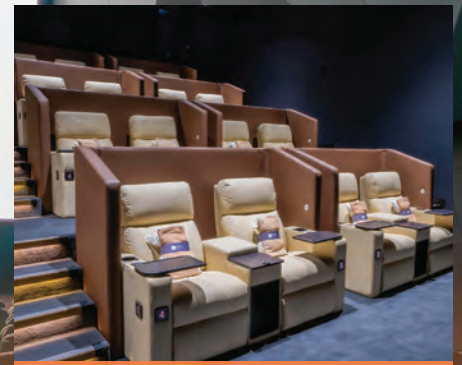
To complement and characterize these offerings, Reel worked with Ferco to install different seating for each screen.

The Platinum Suites offer the luxurious Verona electric recliner, enclosed within a privacy panel, with in-seat service button technology, to summon a personal butler to take your food and beverage order from the à la carte menu.

Specially designed Dory children's seats have been installed in the first three rows of the Reel Junior screens. With the focus on comfort with deep-filled, super-soft foam filled back and seat, the bright and bold aesthetic is designed to make a statement and is an ideal addition to front row space.

Ferco's innovative Vevo seat was perfect for the Dine-In cinema screens. The seat slides in and out from the fixed table and is held in the forward position by a magnet and automatically slides to the open position once the patron leaves, with an aesthetic reminiscent of an American Diner.

Finally, Reel chose the Opus for their Dolby Atmos screens. Offering an ergonomic seating



Platinum Suite



Reel Junior



Dine-In

solution, the Opus has deep cushioned foam for a superior seating position.

Combining exceptional seating with first-rate service and cutting-edge technology, Reel are leading the charge to offer an 'experience' and maintain healthy visitor numbers in the future.

Did you know...?



Biggest film cast ever recorded? If you count extras as part of the cast then Gandhi holds the record. Back before computer imaging they used 300,000 real people in the funeral scene.

Longest movie of all time? Logistics - at an eye-watering 51,420 minutes, (857 hours or 35 days and 17 hours)

What movie sold the most tickets of all time? Gone with the Wind - about 208 million tickets have been sold; the U.S. population in 1939 when it was released was 131 million.

Guinness World Record for the most false feet used by a costume department? The Lord of The Rings

The most profitable film of all time? Thanks to its microscopic budget and major success at the box office, the 2007 film Paranormal Activity, scored a return on investment of 19,758%.

Most factually inaccurate film? Armageddon - NASA shows this film during their management training program. New managers are given the task of trying to spot as many errors as possible. At least one hundred sixty-eight have been found.

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

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