

Media Release:

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New E-Cinema Technology at the Alice Springs Desert Park

The Alice Springs Desert Park is keeping up with the technological times installing a new \$145,000 e-cinema projection system featuring the latest Blu-ray technology.

Alice Springs Desert Park Sales and Marketing Manager Claire Ashard said the new e-cinema system is a quantum leap forward in technology and allows the cinema to be used more widely for a variety of presentations.

“We’ve moved from a labour intensive mechanical projection system with high ongoing costs to a digital based system with few moving parts and user-friendly touch screen controls,” Ms Ashard said.

“The old projection cinema was used to screen *Changing Heart* a 20 minute film produced for the Park when it opened in 1997 which tells the story of the creation of deserts starting 4.5 billion years ago through til today.

“With the installation of the new e-cinema system the Park is able to screen *Changing Heart* more often per day allowing us to better engage visitors to learn more about our remarkable landscape.”

Ms Ashard said the new e-cinema projection system will also mean great news for business tourism clients as the new system will allow for greater use of the Park’s Exhibition Centre with the ability to incorporate this new technology into events.

“There is now a greater capacity to utilise the cinema with its 5.6 x 14 metre big screen format and user friendly controls for professionally produced movies including both Blu-ray and DVD’s,” Ms Ashard said.

“The new system also offers input for devices such as laptop computers to project other images including Power Point Presentations, making it well suited for seminars, product launches and educational opportunities.”

For more information about the Alice Springs Desert Park phone 8951 8788 or go to www.alicespringsdesertpark.com.au.

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Media Note – for more information contact Claire Ashard on 0401 116 209

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