



Elbeuf's Grand Mercure Cinema, France's only cinema theatre to be showing INTERSTELLAR in 70mm

The Grand Mercure Cinema, an independent cinema theatre of the « Nord Ouest Exploitation Cinémas » Group in Normandy (Elbeuf), will be the only cinema in France to show Christopher Nolan's INTERSTELLAR in the optimal conditions as envisioned by the director : in 70mm film format.

Christopher Nolan, who directed among others the *Dark Knight* trilogy and *Inception*, wished to promote the distribution of his new masterpiece, INTERSTELLAR, on a 70mm print with 5 perforations. In the US, a dozen cinema theatres in cities such as New York and Los Angeles will present the film in this format. In Europe, only five cinema theatres will screen the film in 70mm : in Berlin, Copenhagen, London, Milan and **at the Grand Mercure Cinema in Elbeuf : the only 70mm print of the film in France.**

Deeply attached to the silver film print, **Christopher Nolan decided to shoot INTERSTELLAR entirely on film**, combining two formats: 35mm and Imax 70mm, rather than shooting digital like most directors today. The Grand Mercure Cinema chose to screen the film in 70mm with 5 perforations to offer you, starting from Wednesday 5 November, the most luminous, faithful, and respectful presentation of this visionary creator's.

Since the fifties, 70mm has become the main screening format for roadshow presentations, a format that until today offers a resolution 3 times superior to a standard image. This format has allowed directors to elaborate major theatrical works, putting technology at the service of their ambitions.

The world's greatest cinema masterpieces have been shot in this format: *Ben-Hur*, *West Side Story*, *Spartacus*, *Lawrence of Arabia*, *The Sound of Music*, *Alamo*, *My Fair Lady*, *Cleopatra*, *Playtime*, *2001: A Space Odyssey*, *Hamlet*, *The Master*, ... all were shot in this exceptional format. **With INTERSTELLAR, this tradition continues !**

Three years ago, at the time of the digital transition, the Grand Mercure Cinema chose to preserve its perfectly maintained **70mm projector : a DP70 Todd-AO Philips**, located in the booth of the cinema's main screening room. Cinema professionals have always considered this projector to be the best in the world, the most stable and most luminous. It has equipped the most prestigious screenings rooms, among which the famous booth of the Cannes Film Festival.

The preservation of this projector allows us today to screen INTERSTELLAR in Elbeuf in this high definition format endowed with exceptional frame sharpness and a depth of field of great accuracy.

Elbeuf's cinema will hence be the only French cinema theater to be offering several screenings of INTERSTELLAR in 70mm 5 perforations in its main 430 seats screening room, starting on its national release date. The film will be offered alternately in the French and the Original version with French subtitles. The screening schedule is available as of now on the cinema's website: www.noecinemas.com/elbeuf

« Nord Ouest Exploitation Cinémas » is proud to offer its spectators the 70mm screenings of INTERSTELLAR, a unique and exclusive experience in France. We would like to thank in particular the distributor WARNER BROS FRANCE for its trust as well as all staff members at NOE Cinémas who have joined forces to offer you one of cinema's greatest moments.

TECHNICAL CHARACTERISTICS

GRAND AUDITORIUM RAOUL GRIMOIN SANSON

Capacity	430 seats of which 16 « love seats »
Projector 35/70	DP70 Todd-AO Philips Series : 2022 – Year of manufacture : 1964
Lenses	Isco and Schneider
Lamphouse	Kinoton universal 7000 W
Bulb	70 SC Ushio
Dispenser	Platter Kinoton ST 270 E – 35/70
Soundhead	DTS XD10 - 6 channels
Subtitling	Electronic : DTS-CSS
Sound processor	Dolby CP500 D + SA 10
Magnetic	Dolby MPU
Amplifier	Amplis QSC
Surrounds	Speakers JBL 8330 x 20
Behind the screen	Tri-amplified speakers Bema membrane x 3
Subwoofer	Speakers bass reinforcement Bema membrane x2
Screen	52-feet image base – transound white gain 1,00
Image size	52-feet x 23.8-feet : 1,238 square feet
Image ratio 70	2.20

INTERSTELLAR IN 70 MM – 5 PERFORATIONS

Length	2h49 – 169 minutes
Size of each image	48 mm x 22 mm
Frame rate	24 frames per second
Number of frames	243,360 frames
Total length of print	18,374 feet
Weight of print	170 Kg

ABOUT « NORD OUEST EXPLOITATION CINÉMAS »

Nord Ouest Exploitation Cinémas, an SAS with a capital of 100 000 € and head offices in Elbeuf (Raoul Grimoin Sanson Square, 76500), is an independent cinema exhibition company and a programming agreement registered with the *Centre National de la Cinématographie* (National Center of Cinematography).

The company was created in 1987 by **Richard PATRY** who holds the functions of President and CEO. Richard PATRY is also the President of the *Fédération Nationale des Cinémas Français* (National Federation of French Cinemas).

NOE Cinémas operates cinemas in 3 major regions :

- East of France
- Paris Region
- Normandy, its main operating zone with cinema theaters situated within a distance of 150 km around Elbeuf.

In total, « Nord Ouest Exploitation Cinémas » represents :

- 30 programme cinemas
- 73 screens
- 1,324,500 admissions in 2013
- 0.67% market share in terms of national cinema attendance in 2013

CONTACTS

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Head of Communication & Marketing	Yoann DURAND yoann@noecinemas.com cell phone : +336-08-42-22-05

USEFUL LINKS

Cinema website	www.noecinemas.com/elbeuf/
Cinema Facebook Page	www.facebook.com/cinema.grand.mercure.elbeuf
Address and map	www.noecinemas.com/elbeuf/plan-d-acces/
Photos of the film	www.warnerbros.fr/interstellar-17676.html
70 mm by Richard Patry	https://www.youtube.com/watch?v=gLliYbcz9qc

SYNOPSIS AND DETAILS ABOUT THE FILM INTERSTELLAR

Release date : 5 november 2014

Length of the film : 2h49min

Director : Christopher Nolan

Actors : Matthew McConaughey, Anne Hathaway, Jessica Chastain, Michael Caine, Casey Affleck

Genre : Fantastic and Science fiction

Nationality : American

Synopsis : At a time when life on Earth comes to an end, a group of explorers takes on the most important mission in human history : crossing the boundaries of our galaxy to know if Man can live on another planet...

Screenings of the first week of exploitation :

In 70mm – 5 perforations – French version

Wednesday 05 november	14h30 & 20h00
Friday 07 november	20h00
Saturday 08 november	14h00 & 21h00
Sunday 09 november	14h00 & 17h30
Monday 10 november	14h30 & 20h00
Tuesday 11 november	14h00 & 17h30

In 70mm – 5 perforations – Original version with French subtitles

Thursday 06 november	20h00
Saturday 08 november	17h30
Sunday 09 november	21h00

Also presented in Digital projection – French version

Wednesday 05 november	16h30
Thursday 06 november	14h15
Friday 07 november	14h15
Sunday 09 november	10h30
Monday 10 november	16h30
Tuesday 11 november	19h00

The screening schedule of the coming weeks will be available on the cinema's website : www.noecinemas.com/elbeuf

INTERSTELLAR is offered at the normal rates of the Grand Mercure of Elbeuf :

- Normal rate : 8,50 €
- Reduced rate between 5,50 € and 6,50 €
- <14 years : 4,00 €

