

Ster-Kinekor to convert all screens to full digital

[Ster-Kinekor Theatres](#) has partnered with Arts Alliance Media (AAM) in a deal that will see its 400+ screens converted to digital within the next 12 months, as they currently work together to establish the optimum equipment configuration for the new installations. The rollout is expected to begin shortly.



In addition to digital cinema hardware, all of the cinema's 59 sites will be installed with AAM's proprietary TMS software, Screenwriter, to efficiently manage all digital screens and content.

CEO of Ster-Kinekor Theatres, Fiaz Mahomed, says, "Converting to digital is a critical step in the company's progression, as we continue to grow our business and lead South Africa's movie exhibition industry. It is also critical in meeting the very real demand from our audiences in seeing the best content on offer in an all-consuming, all entertaining environment. This is an evolving sector and we are committed to continuously improving the consumer experience.

"Rapid release of movie titles"

"We're delighted to announce this deal, we've seen the partner's experience in Europe and are looking forward to its expertise in helping us become 100% digital. The investment into the digital conversion in our cinemas will mean rapid and, in certain instances instantaneous, release of movie titles as well as alternative content such as sporting events and live concerts.

"The benefits to the consumer are the most exciting part of the project for us as this rollout will result in more 3D content being screened, superior picture quality, new genres of film content and closer alignment of local release dates with international ones," he concludes.

CEO of Arts Alliance Media, Howard Kiedaisch adds, "With the company's market-leading experience in Europe and our recent international expansion to Latin America with our announcement of a VPF deal with Sony Pictures, we see South Africa as another key territory where a VPF program could bring tremendous value and Ster-Kinekor is a good first partner to be working with."

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