

## New Broken Arrow theater features latest technology

by: MICHAEL SMITH World Scene Writer  
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Tulsa's first newly constructed moviehouse in five years is Cinemark Broken Arrow, opening Friday with all the latest bells, whistles and silver screens: 12 theaters, all digital projection and six 3-D screens, which is twice as many as any other area cinema.

A series of grand opening events — including prize giveaways — are scheduled this weekend at the theater, which is nestled in one of Broken Arrow's newest shopping districts, anchored by a Super Target and Lowe's store.

Each theater boasts stadium seating, and they range in size from 100 to 250 seats. That largest capacity theater is smaller than at Cinemark's Tulsa location at 71st Street and U.S. 169, indicative of the "neighborhood theater" concept that Cinemark envisions for one of the state's fastest-growing communities for decades.

"We discovered this area of Broken Arrow years ago, and we always knew it would be a perfect spot for a theater," said James Meredith, vice president of marketing and communications for Cinemark, talking as he toured the crisp, clean multiplex with an undeniable new-movie-theater smell.



"This is not only a fast-growing community, but a very family friendly one as well. That's why we're here," he said of the location, a 39,000-square-foot complex.

While Cinemark has more than 300 theaters in 39 states, the Broken Arrow location is only the second all-digital location in the country that the industry leader has built from the ground up. The digital technology gives the theater a great deal of flexibility, as Meredith pointed out in the projection booth, where computers ingest relatively tiny digital disc drives and hum quietly compared to the clickety-clack of old-school projectors.



DAVID HOUSH/Tulsa World

For example, if a movie with the popularity of "Inception" is needed in another theater, that projection can be beamed into that theater from the digital drive, whereas an additional, bulky 35mm print would have been necessary to perform this task in the past.

If, as an example, one of the "Twilight" movies was opening and the theater planned to have those popular midnight preview screenings, the image could be bounced onto all 12 of the theater's screens.

The digital advancement in technology offers a very distinct upgrade in quality as well, Meredith said.

"One of the greatest benefits of digital projection is the look of that movie over time," with scratches and imperfections in exhausted film prints no longer part of the equation.

"When people watch 'Inception' several weeks after it opened, what they see on the screen is going to look just like it did on opening night."

The theater also features high-back rocker chairs with adjustable armrests, six-channel surround sound, three outdoor ticket-buying kiosks and digital menu boards, with images of popcorn and sodas in motion. The six 3-D theaters feature RealD 3-D images.

Cinemark operates more theaters in Tulsa than any other chain: the Cinemark Tulsa and Imax near U.S. 169 and 71st Street; the Cinema 8 in Broken Arrow, the Cinema 8 in Sand Springs and Movies 8, a discount second-run theater at 68th Street and Memorial Drive.

Cinemark Broken Arrow opens at noon Friday with screenings of films including "The Other Guys," "Step Up 3-D," "Dinner for Schmucks," "Despicable Me," "Salt" and "Inception," among others.

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**Cinemark Broken Arrow grand opening**

**Where:** 1801 E. Hillside Drive in Broken Arrow; take Broken Arrow Expressway east to Lynn Lane Road exit (177th East Avenue), turning north to Hillside Drive.

**When:** Theater opens Friday to the public, with showtimes beginning at noon.

**Events:** On Friday and Saturday, the first 100 people to buy a movie ticket receive a Cinemark "swag bag" of goodies; other events on Friday include radio show appearances/prize giveaways from 1 to 8 p.m.; other events on Saturday include children's events from 11 a.m. to 1 p.m. with face painting, balloon animals and radio show/prize giveaways from 1 to 5 p.m.

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**Michael Smith 581-8479**

michael.smith@tulsaworld.com

**Associate Images:**

The Cinemark Broken Arrow is the company's second all-digital theater. MICHAEL WYKE/Tulsa World



**The new Cinemark Broken Arrow theater features high-back rocker chairs and six-channel surround sound. MICHAEL WYKE/Tulsa World**

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