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PRESS RELEASE

3D Cinema
Aberystwyth Arts Centre Cinema
August 2009

This August sees the introduction of 3D technology to Aberystwyth Arts Centre Cinema. The Arts Centre Cinema is proud to be the only cinema in Mid-Wales to offer this exciting new facility.

Aberystwyth Arts Centre's busy cinema is now a fully equipped digital cinema. This revolutionary new film technology, consisting of film and digital projection systems, will deliver crystal clear images, vivid colours and sound with a level of quality that is far above ordinary projection standards. 3D is the most immersive experience ever created: going to the Arts Centre Cinema will now be an even more exciting and enjoyable experience for the whole family!

'Ice Age 3D' is the first of many films to be screened in Digital 3D at the Arts Centre Cinema, showing from Friday 21st to Thursday 27th August. The sub-zero heroes from the worldwide blockbusters 'Ice Age' and 'Ice Age: The Meltdown' are back on another incredible adventure. Scrat is still trying to nab the ever-elusive nut (while, maybe, finding true love); Manny and Ellie await the birth of their mini-mammoth, Sid the sloth creates his own makeshift family by hijacking some dinosaur eggs; and Diego the saber-toothed tiger wonders if he's growing too 'soft' hanging with his pals. On a mission to rescue the hapless Sid, the gang ventures into a mysterious underground world where they have some close encounters with dinosaurs, battle flora and fauna, run amuck, and meet a relentless one-eyed dino-hunting weasel named Buck.

Ice Age 3D is the first of many new 3D films to be screened at the Arts Centre Cinema. "There's a great pioneering wave of filmmakers who are looking at this technology and saying, 'wow, that's got huge potential,'" says Gareth Bailey of the Arts Centre Cinema. "The technology has changed dramatically from what we are used to and there's none of the migraines or motion sickness that people used to experience. It's very sophisticated now, and in place of the cheesy red/green paper specs, we get cool, durable and strong polarised glasses."

"3D technology immerses viewers in the experience, and we have a treasure-trove of exciting new films to look forward to. There's Pixar's latest Up, Disney's G-Force, Toy Story is getting a 3D makeover and there's Avatar, the \$200million sci-fi epic from James Cameron that will only be shown in 3D cinemas. Even Peter Jackson is going back to his Lord of The Rings trilogy to rerelease it in 3D... this technology is here to stay!"

"Seeing a film in 3D is a group experience; whether it's a family film, a sci-fi epic or a gory horror, it's a fun thing to watch with 100 people and hearing the whole audience go 'woaaaah!' at the same."

With an ever-increasing supply of 3D films from Hollywood, the Arts Centre Cinema is getting ready to take you on a journey into the third dimension.

'Ice Age 3D' will show at Aberystwyth Arts Centre Cinema from Friday 21st to Thursday 27th August. Tickets for Ice Age 3D are £6 for Cardiac Card members, £6.50, £5.50 for students and £5 for under 12s, plus 50p for glasses (re-usable) and can be booked by contacting the Arts Centre ticket office on 01970 62 32 32 or online at www.aber.ac.uk/artscentre

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