

Beat: Technology

## THX ADVANCES FILM INDUSTRY COLLABORATION WITH CHINESE CINEMA EXPERTS

### AT ANNUAL MPAA SUMMIT IN HOLLYWOOD

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**USPA NEWS** - THX Ltd is promoting technical improvement in moviegoing experiences as a participating sponsor of the Fifth Annual China International Co-Production Film Screenings in Los Angeles on November 2<sup>nd</sup> - 6, 2015. Hosted by Motion Picture Association of America (MPAA),...

THX Ltd is promoting technical improvement in moviegoing experiences as a participating sponsor of the Fifth Annual China International Co-Production Film Screenings in Los Angeles on November 2<sup>nd</sup> - 6, 2015. Hosted by Motion Picture Association of America (MPAA), the conference seeks to foster a greater exchange of creative ideas and strengthen the bond between Chinese and American film industries. THX and MPAA will co-host the summit's Closing Ceremony at the THX Certified ArcLight Cinema in Hollywood, which will include a private screening of SPECTRE, the 24th James Bond adventure.

Support for the 2015 MPAA Summit is another commitment by THX to the global expansion of the brand. Business has been thriving since THX's entry into the China marketplace one year ago; launching THX Certified auditoriums throughout key cities Beijing, Shanghai, Wuhan, Hangzhou, Harbin and Xuzhou by end of this year. Through strategic industry partnerships with prominent entities such as China Film Group, China Giant Screen and the Test Institute of Film Technical Quality of SAPPRT, THX has risen as an irrefutable benchmark for the next level of global cinematic experiences in China's booming film industry.

Over the past decade, China has exploded into one of the largest and most influential film markets around the world, second only to North America. China's box office growth surged nearly 50% in the first half of 2015 and has been steadily increased ever since.

Founded by George Lucas 30 years ago and recognized by audiences around the globe, THX is synonymous with the certification of world-class cinemas and recording studios, premium audio systems for home and automotive applications along with high definition and 4K displays. THX develops and licenses new technologies and specifications for audio and video applications.

THX has certified over 4,000 cinemas worldwide to-date - including the world-renowned ArcLight in Hollywood where the annual MPAA summit will conclude - upholding its longstanding history as a company that defines standards and specifications for cinema acoustics, sound system design and image quality.

Source :THX Ltd

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