

THE MAY FAIR

LONDON

MAY FAIR HOTEL GOES 3D!



It's been called the biggest advance in cinema since the introduction of colour – and now The May Fair Hotel is the first in London to have a 3D cinema system.

As major studios are rushing out blockbuster movies in 3D – Avatar is the next “biggie” - the May Fair is alone in providing the opportunity to see these films in a luxurious, private setting.

The May Fair screening room is already the biggest and most technically advanced in London with 201 Italian leather seats, luxurious decor and the latest projection and sound systems. Housed in the iconic 5 star luxury hotel, there is a separate bar and reception area for pre-film drinks and nibbles.



As major studios are rushing out blockbuster movies in 3D, the May Fair is currently alone in providing a luxurious environment for previews or private screenings. While 3D cinemas already exist across the UK, the May Fair experience is on a different planet.

“With the May Fair’s heritage being so firmly rooted in cinema it is wonderful for us to be the first to offer companies this extraordinary experience,” said Charles Oak, General Manager.

“People already tell us the Screening Room is better than going to the cinema in terms of viewing quality – let alone the experience of sitting in such a wonderful, luxurious arena with the very finest food and drink on offer. We are now building on this reputation with 3D to give unforgettable entertainment.”

Real D – global leaders in new generation 3D - have provided the equipment. While the audience do wear spectacles, forget all about those old cardboard-armed red and green lensed affairs. The Real D spectacles are like stylish sunglasses, light and easy to wear.

And with them on, films are magically transformed into a completely new viewing experience.

Although 3D has been a dream for cinema audiences for some time Real D's Bob Mayson says this time it's here to stay. "World wide we are contracted to build around 10,000 systems so I think it's fair to say this is not a "here today gone tomorrow" concept like some of the experiments in the 50s and 60s," he commented. "We already have 300 systems installed in cinemas throughout the UK and maybe 1,000 throughout mainland Europe."

New 3D titles are currently being produced at a rate of around 20 a year although this is predicted to increase rapidly. The next major release is Ice Age 3 which breaks on July 1, while the next real blockbuster is Avatar, the latest production from Titanic Director, James Cameron. Clouded in secrecy Avatar is perhaps the most hotly anticipated release of the year.

-ENDS-

NOTES TO EDITORS:

The famous May Fair Hotel dates back to the Twenties and is renowned for its royal connections. Following a £75 million rejuvenation programme, the May Fair Hotel is now one of the finest hotels in London.

For more information visit www.themayfairhotel.co.uk or follow us on <http://twitter.com/themayfairhotel> or <http://www.youtube.com/themayfairhotel>

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