

Application of New Media Technologies in the Renovation and Operation of Traditional Cinemas: Postprint

Authors: Wang Shuoquan

Date: 2023-10-08T00:00:00+00:00

Abstract

With the development of socioeconomic and cultural conditions, old cinemas can no longer meet the entertainment needs of the general public, making renovation imperative. As new media technology has been widely applied alongside the development of network technology, this paper examines its application to the renovation and operation of old cinemas, such as digital projector installation, promotion, and online ticketing. Taking the aforementioned content as its entry point, the author conducts in-depth research on the renovation and operation of old cinemas.

Full Text

Preamble

With rising economic levels, people's demand for spiritual and cultural enjoyment has grown increasingly strong, spurring the development of China's film market. The rapid advancement of new media technology has led to the emergence of numerous modern cinemas equipped with cutting-edge technologies. In contrast, old cinemas struggle to compete due to outdated equipment and technology. Without renovation to enhance their core competitiveness, these aging establishments will fail to meet public entertainment needs and face the risk of market elimination. Therefore, transformation is essential for survival in the fierce market competition, and the application of new media technology represents a critical focus of renovation and operational efforts for old cinemas.

1.1 Definition of New Media Technology

New media specifically refers to digital interactive media born from the development of digital communication technologies. New media technology, in essence,

is internet-based and provides people with more convenient information services. Its emergence has broken down the boundaries between traditional physical industries and online industries. New media technology not only shoulders the important responsibility of inheriting and developing culture but also generates enormous economic benefits for society. As technology continues to evolve, new media technology manifests in diverse forms, including digital cinema projectors, internet-enabled digital televisions, mobile phones, and computers. Digital projectors can achieve the goal of disseminating information and resources. Specifically, digital projectors are a product of the combination of the internet and computers, while application software represents a typical example of new media technology, with social platforms such as “Weibo” and “WeChat” being among them.

1.2.1 Broadness and Interactivity

New media technology has evolved from traditional media. Compared with traditional media, new media technology is not constrained by time or space. Through tools such as digital television and mobile phones, people can access media information more comprehensively, promoting the globalization of media information and providing numerous conveniences for information acquisition.

1.2.2 Immediacy and Real-time

Under the influence of new media technology, people can publish information through more convenient channels, which enhances the real-time nature of information to a certain extent.

Application in Old Cinema Renovation

In the renovation of old cinemas, it is essential not only to upgrade hardware facilities but also to enhance equipment and technical standards. In modern society, as people’s living standards have significantly improved, their entertainment demands have increased, accompanied by higher expectations for viewing experiences. The renovation of old cinemas must take this into consideration by applying advanced digital cinema projection equipment and technology. Simultaneously, with program sources transmitted via networks and stored on hard drives, film projection quality has been greatly improved while reducing labor and material resources, providing audiences with better visual experiences. This constitutes an important foundation for the renovation and development of old cinemas.

The following case study illustrates this point. The original main hall of the Yanshan Cinema Theater in Tangshan, Hebei, was a traditional large-scale theater that combined conferences, performances, and film screenings (accommodating 1,028 audience members across two levels). At the end of 2009, when the nation had just begun transitioning from film projectors to digital cinema projectors, the theater eliminated its original film projector and installed a Japanese NEC

digital cinema projector. The original stage screen was also extended (from approximately 9 meters to about 12 meters), with a projection distance of around 30 meters. At that time, according to relevant technical personnel, this type of digital projector could only be installed in medium or small screening halls, with no precedent for large halls, making it impossible to guarantee projection quality. Under these circumstances, the stage screen was moved as far forward as possible toward the proscenium, while the projector was also positioned as far forward as possible (close to the projection window) to shorten the projection distance. An appropriate projection lens was selected based on the projection distance and screen specifications, and Dolby 3D equipment was purchased and installed. After installation, debugging, and implementation, the projection quality was quite good, meeting specified technical standards for brightness and color, and receiving unanimous praise from industry professionals and audiences. The theater was screening the American 3D blockbuster *Avatar* at the time, and the stunning visuals and sound received high acclaim from audiences, generating excellent economic returns. This application of digital projectors in a large hall was also unprecedented in the province under those conditions, achieving a breakthrough in usage. Subsequently, the theater upgraded to a high-power American digital projector, which significantly improved projection quality compared to before. Through the application of new media technology, Yanshan Cinema Theater also renovated multiple screening halls to enable multi-theater operations, allowing this traditional old cinema to maintain its position in the fiercely competitive film market.

In traditional film projection, movies were stored on film reels, which had to be kept in large, clean storage boxes. Old cinemas not only needed to regularly organize these film reels but also had to dedicate storage rooms for them, undoubtedly occupying substantial space and consuming significant staff time and energy. With the continuous development of new media technology, storage hard drives have emerged. A small hard drive can store numerous video files. Compared with traditional film storage, this method is more convenient, cost-effective, and secure. Therefore, during renovation, old cinemas should adopt new media technology-based hard drives to save storage costs, reduce staff workload, and facilitate various cinema operations. With the rapid development of networks, film source transmission via the internet has now been realized. Downloading film sources to hard drives makes acquisition faster, preservation more convenient, and enhances confidentiality.

2.2 Improving Publicity Quality

During the renovation of old cinemas, publicity efforts must be emphasized alongside hardware facility improvements. If old cinemas fail to publicize their transformation to society and build brand image and reputation despite achieving renovation goals through new media technology, consumer attention will remain insufficient, making it difficult to improve business performance. To address this, old cinemas should apply new media technology to publicity work

by establishing official websites and WeChat official accounts in the cinema's name to strengthen promotional efforts and expand publicity reach, enabling more consumers to know about and understand the cinema. Additionally, old cinemas can install LED display screens at entrances to promote newly released films, attract consumer attention, effectively improve publicity quality, and enhance social visibility.

2.3 Establishing Online Ticketing Platforms

In traditional cinemas, people had to queue at ticket windows in advance to purchase tickets before entering the theater to watch films. With the rapid development of network technology, individuals seeking to satisfy their entertainment needs through movies are reluctant to spend time queuing for tickets, which to some extent affects cinema development. In response, during renovation, old cinemas can establish strategic partnerships with online platforms such as "WeChat" and "Meituan." Specifically, consumers can log into these platforms anytime and anywhere to purchase movie tickets, thereby satisfying their entertainment needs while providing more convenient services and improving cinema operational efficiency.

Conclusion

In summary, the development of new media technology not only influences people's lifestyles but also plays a crucial role in the renovation of old cinemas, bringing new opportunities for their transformation and development. Through research on new media technology and its integration with old cinema renovation, this study provides suggestions and recommendations for the renovation and development of old cinemas, which holds significant practical importance.

References

- [1] Li Shi. Application of New Media Technology in Film and Television Media [J]. Grand View, 2015(9).
- [2] Xu Chao. Discussion on the Application of New Media Technology in Film and Television Media [J]. Youth Era, 2015(8): 28-29.
- [3] Luo Qiujie. Analysis of the Application of New Media Technology in Film and Television Media [J]. Comparative Study of Cultural Innovation, 2017(1)(4).
- [4] Fu Gaochao. How to Renovate and Upgrade Old Cinemas and Theaters [J]. Modern Film Technology, 2016(3): 49-52.
- [5] Xu Xing. Enlightenment from Old Cinema Renovation—Analysis of the Significance of Jiaying Zhongshan Cinema's Giant Screen Hall Renovation [J]. China Film Market, 2013(4): 24-24.

(Author's affiliation: Tangshan Xinhua Cinema)

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.