

SYNCHRONISING CINEMATIC VIEWING WITH SONIC BEAUTY

HARMAN's Rich Acoustical Treatment of Movie Magic Theatre Blends Immersive Experiences with Impactful Acoustics



Cine Tech Engineering Works and HARMAN come together to integrate Jabalpur's Movie Magic Theatre with world-class acoustics

Every movie lover understands the importance of sound and immersive viewing at a theatre. **Movie Magic Theatre** wanted vibrancy for Jabalpur, where filmgoers could enjoy the same high-quality cinematic presentation found in major metropolitan cities. Therefore, deploying advanced audio systems for a nuanced and engaging storytelling, **HARMAN** centred its innovation at the helm of Movie Magic Theatre catering to every cinephile's cinematic experience.

Nestled along the serene banks of the River Narmada, Jabalpur emerges as a city where nature's splendour intertwines harmoniously with regal palaces, timeless monuments, cascading waterfalls, and revered temples. Amidst this rich cultural landscape, **Movie Magic Theatre** emerges as a modern counterpoint, offering a contemporary escape that complements the city's storied heritage.

Since opening in 2009, this cinematic haven has redefined movie-going for Jabalpur's selective audience. Committed to elevating the theatrical experience, Movie

Magic sought a state-of-the-art audio system for moviegoers. The objective was to craft an auditory spectacle that perfectly synchronises crystal-clear dialogue, rich musical compositions, and powerful sound effects.

INTEGRATING IMPECCABLE SOLUTIONS WITH FLAWLESS EXECUTION

The theatre's vision was to provide premium services reflected in every intricate detail, from the curated spatial design to the orchestrated lighting and the carefully engineered acoustics. To make this a reality, they entrusted **Cine Tech Engineering Works** and **HARMAN** with the comprehensive responsibilities of supplying, installing, integrating, programming, and calibrating the entire audio system, ensuring each component melodiously contributed to an immersive journey.

Driving this transformation were the **JBL Screen Array Loudspeakers**, specifically the **4732-M/HFD** paired with **4739D LF** and the **3732-M/HFD** paired with **3739D LF**. These sophisticated systems boasted a controlled directivity pattern, ensuring that every sound and nuance reached each seat with

INVENTORY USED:

- JBL 4732-M/HFD
- JBL 4739D
- JBL 3732-M/HFD
- JBL 3739D NOS
- JBL 4642AD
- JBL 9310D
- JBL 9300D
- JBL HPD8102
- Crown CDi Series
- Crown DSi Series
- JBL DSi 2.0

subwoofers infused each scene with palpable intensity, from the faintest rumble to the most thunderous explosion, enriching the overall sensory perception.

Building upon this acoustic environment, **JBL 9310D** and **9300D surround speakers** were strategically positioned to create an enveloping sound field. Their design facilitated uniform asymmetric coverage, ensuring that every auditory detail was faithfully reproduced, enhancing the alluring quality of the audio-visual presentation. Complementing these were the **JBL HPD8102 speakers**, whose innovative down-firing port design,

dynamic sequences.

ACOUSTICAL IMPACT ON MOVIE MAGIC THEATRE

Transforming the audio experience at Movie Magic Theatre was no small feat. The project demanded technical excellence along with strict adherence to timelines - a challenge that required meticulous coordination. Despite the complexities involved, the team was able to demonstrate how cutting-edge technology can seamlessly blend with artistic expression, offering audiences a captivating experience that resonates long after the curtains fall.

Pankaj Maheshwari, Cinema Owner, extolled the partnership with HARMAN, stating, "Post-upgrade, audio output quality is significantly improved. Enhanced dialogue clarity and bass response are proving highly appealing to our audience."

This was also reflected in the words of **Asad Rashid**, Cine Tech Engineering Works, when he mentioned, "I am thrilled to have partnered with HARMAN to bring world-class audio solutions in this multiplex. The JBL speaker models have exceeded our expectations, delivering exceptional sound quality and reliability. The



Movie Magic Theatre allows the integration of spatial design and orchestrated lighting

pristine clarity. The musical integration of high, mid, and low-frequency drivers delivered a balanced and mesmerising soundscape with minimal distortion, allowing audiences to lose themselves in the picturesque narrative.

But a truly enriching cinematic journey demands deep, resonant bass that audiences don't just hear, but feel. To achieve this auditory experience, eleven units of the **JBL 4642AD subwoofers** were deployed. Renowned for their powerful and precise low-frequency reproduction, these

when paired with DSP presets, offered a uniform low-frequency response, further enclosing the audience in the film's ambiance.

To guarantee that every layer of sound was delivered with precision and consistency, **Crown DSi**, **CDi**, and **DSi 2.0 amplifiers** were integrated into the system. These amplifiers are known for their reliability and high-fidelity output, delivering consistent and efficient power, which is crucial for maintaining the integrity of the audio performance even during the most

ease of installation and seamless integration with our existing systems have been particularly impressive. I am confident that audience will appreciate the enhanced audio experience."

CONCLUSION

With an unwavering commitment to quality, Movie Magic Theatre of Jabalpur has set a new industry benchmark, ensuring that every visitor experience cinema the way it was meant to be - Bold, Dynamic, and Unforgettable.