



UFO Moviez Caravan Talkies' Movie On Wheels Experience With Journalists At Adlabs Imagica

UFO digital cinema is India's largest digital cinema distribution network and in-cinema advertising platform. UFO operates India's largest satellite-based, digital cinema distribution network using its UFO-M4 platform, as well as India's largest D-Cinema network.

More than anything else it is a concept well executed and running successfully across the Indian sub-continent. UFO's digitization and delivery model has been a key driver of extensive digitization of Indian cinemas and has enabled wide-spread, same day release of movies across India.



UFO digital Cinema's synergetic business initiative Caravan Talkies that leverages on their strength to make movie content accessible to the media dark areas is actually a movie-on-wheels concept. They play non-ticketed shows at villages for India's rural population.



UFO digital Cinema's caravan talkies gave us feels of what it is like to watch a movie on wheels in the midst of almost

nothing. Well, it was only recently when the digital cinema brand took us journalists to Adlabs Imagica for a day fuelled with fun and frolic.

It was a bright and sunny morning when a select number of journalists from various publications were driven down to the theme park. What ensued was an adrenaline pumping sojourn through the park on various fun rides throughout the day with complimentary meals and snacks. The romantic ambience of the candle lit dinner was extraordinary and so was the hospitality of the theme park representatives. After the heady pastiche of mind-numbing and convoluted ups and downs on the merry go rounds and loops, we were invited to watch 'Stree' under the open firmament, in a vast almost barren field which was strewn with cozy mattresses and bed sheets. It was beautiful to see some of the newlyweds curled up together on the mattresses to enjoy an experience whose memories will last for their lifetime.



The movie-watching experience was of a different kind altogether. That is when I got a proper understanding of how the villagers who are perhaps not even aware of what a cinema hall looks like gets to unravel the mystery of the big screens in a way, we the urban dwellers are not quite habituated to. And boy, was it something! The screen was huge, the set up never faced any glitches, the sound was loud and clear and what's more, before the screening began the audiences were asked to choose from three films out of which most people zeroed in on Stree.

After the film got over, all of us retired to our tents that were pitched for us and dozed off snuggling into our sheets in the teeth clattering cold!

We thank UFO moviez and Adlabs Imagica for this wonderful and one of a kind initiative and we completely understand that this wouldn't have been possible without the young and innovative minds that are a part of the team!