



World's Largest Satellite-based Digital Cinema Network

India's defence forces to see 'Force' a day before release

**Special preview screenings of 'Force' in UFO Digital Defence Theatres,
presented in association with Fox Star Studios,
producer Vipul Amrutlal Shah and Sunshine Pictures**

September 28, 2011: UFO Moviez India Ltd., the world's largest satellite delivered digital cinema network, has tied up with Fox Star Studios, producer Vipul Amrutlal Shah and Sunshine Pictures Pvt. Ltd. for exclusive preview screenings of the much awaited action thriller 'Force' starring John Abraham and Genelia D' Souza in UFO digital defence theatres across India on Thursday, September 29, 2011. For the first time, UFO digital defence theatres across India will screen a film for the armed forces and their families even before its nationwide release for civilians. Of the 2600 UFO installations across India, 53 are in defence auditoriums, bringing first day first show entertainment to India's armed forces across various terrains and geographies. UFO's defence installations are present across the length and breadth of the country - right from the easily accessible army auditorium in Colaba, Mumbai, to Rianchen Auditorum in Leh (installation carried out at the highest altitude in India, approx 12,000 ft. above sea level), and from the Samudrika Naval auditorium in Vizag to the Meghalaya Air Force Hall in Shilong.

Mr. Kapil Agarwal, Joint Managing Director, UFO Moviez India Ltd., says, "The Defence Forces are our nation's pride and with the specially organized preview screenings of 'Force', we hope that we are at the very least able to bring smiles to the faces of the brave soldiers who safeguard our nation. We are very happy to be part of such an initiative, along with our esteemed partners Fox Star Studios, producer Vipul Amrutlal Shah and Sunshine Pictures. It is a matter of immense pride for all UFOrians that our digital cinema services and solutions have helped entertain armed forces personnel across the length and breadth of India, round-the-year and in all weather conditions."

Commenting on the first day first show screenings he enjoys watching at the UFO enabled auditorium in his base camp, a member of India's defence personnel further adds, "We use sophisticated technology to protect our nation and live in far flung areas away from the fast-paced life of the metros. UFO brings us first day first shows with digital display and Dolby sound to this remote area, bringing smiles to the faces of our families. These smiles go a long way in keeping us motivated!"

John Abraham has also shot a promo created especially for the armed forces, to be screened in UFO digital theatres, which use the 'Force' of satellite technology to entertain India's civilians and defence personnel on a First-Day-First-Show basis. John's message to the jawans: "Force dekhiye behtereen digital quality mein, Hindustan ke har kone mein, duniye ke sabse bade digital cinema network, UFO Moviez par".

Source: www.ufomoviez.com