



Imagine Cinemas Lakeshore to offer Barco Escape

Imagine Cinemas Lakeshore location to offer Star Trek Beyond in the new immersive screen technology "Barco Escape"

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Tecumseh- Imagine Cinemas- Lakeshore Among Exclusive Group of Theaters to Offer New [Barco Escape](#) Three-Screen, Panoramic Movie Watching Experience

The new theater will debut with this summer's "Star Trek Beyond" on July 22

Sacramento, Calif. — July 18, 2016 — Digital cinema market share leader Barco and Imagine Cinemas announce the Windsor area's first multi-screen, panoramic movie theater Barco Escape, which will debut to audiences with the release of Paramount Pictures and Skydance's highly anticipated film "Star Trek Beyond." Starting July 22nd when the film opens in theaters, the Tecumseh location will be one of an exclusive group of theaters worldwide offering fans the opportunity to discover a new kind of Star Trek adventure available only in Barco Escape, with select sequences of the new film created to dramatically expand the universe across three screens.

"STAR TREK BEYOND," the highly anticipated next installment in the globally popular Star Trek franchise, created by Gene Roddenberry and reintroduced by J.J. Abrams in 2009, returns with director Justin Lin ("The Fast and the Furious" franchise) at the helm of this epic voyage of the U.S.S. Enterprise and her intrepid crew. In "Beyond," the Enterprise crew explores the furthest reaches of uncharted space, where they encounter a mysterious new enemy who puts them and everything the Federation stands for to the test.

"Barco has been reshaping the way theater-goers experience movies with their Escape format," said Gina Facca, Chief Operating officer of the Imagine Cinemas chain. "We want to be part of the elite group of theaters to feature this technology, offering our moviegoers something they can't find everywhere else."

"We are honored to partner with Imagine Cinemas Lakeshore to bring moviegoers in the Windsor area the future of cinema," said CEO of Barco Escape, Todd Hoddick. "The Star Trek experience will be significantly enhanced for Barco Escape audiences with three screens of content during some of the film's most pivotal and visually enticing moments."

To entice audiences to view the movie in the new format, Imagine Cinemas is offering this new experience for an introductory surcharge of only a loonie. We really want people to try this out, so we are offering this great experience for a mere buck says Facca.

Currently, there are only 30 Barco Escape systems worldwide, so seeing this movie in this format in the Windsor area is pretty special. Other exhibitors are charging up to an additional \$5 for this opportunity.

For those unsure about which format they would like to see Star Trek Beyond in, there will be a Barco Escape display POD at the Lakeshore location so that patrons can get an idea of what the technology is all about.

We are a small, independent movie chain, but we have had many “firsts” in this (Windsor) market says Facca. We were the first with 3D and we brought the first digital projectors to Windsor. We are now the first with the latest Barco Escape technology. This is something you can’t see just anywhere. For a sample of what’s in store, please visit: <http://www.ready2escape.com/>

To purchase tickets to watch “Star Trek Beyond” in Barco Escape, visit Ready2Escape.com or go to the Imagine Cinemas website at www.imaginecinemas.com,

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This press release can be viewed online at: <http://www.einpresswire.com>

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