



Odeon, Leicester Square London

The Odeon, Leicester Square is probably Britain's most iconic cinema and its design was used as a template for many of the country's largest cinemas.

The Odeon was built in 1937 with 2,116 seats and remains the largest UK cinemas although seating has been reduced to 1,600 to provide modern leg room, it retains its circle and stalls seating. The opening night was November 2nd, 1937. The cinema counts among its many firsts, the first 16:9 showings, the first 21:9 cinemascope showing, the first digital screening and it still boasts the original Compton organ.

The task which confronted VTL was the successful installation of three exterior videowall screens facing onto Leicester Square. A giant 107 sq.m. main screen flanked by twin support screens of 18 sq.m each. The main screen, one of the UK's largest ever fills the centre recess in the building structure. As an example the screen is four times as large as the screen used at Wimbledon for the tennis. The NEC videowall units are fitted together by VTL into their housings prior to adjustment and alignment. The bulk of the work is carried out before installation.

"As is becoming normal practice for VTL, the screen modules have been assembled and tested in its factory location with all fixings and frames pre-tested. The installation process which results is considerably more predictable and the timing is significantly shortened."

STUART LIDDLE - MANAGING DIRECTOR, VISUAL TECHNOLOGY

