



**BOW•TIE**  
C I N E M A S

FOR IMMEDIATE RELEASE

Schenectady, ny  
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MOVIELAND Converts to  
Digital 3-D CINEMA

Movieland, located at 400 State St. at Broadway in Downtown Schenectady has installed digital 3-D cinema. No longer will moviegoers have to travel out of town to see Hollywood's latest 3-D releases.

"Digital 3D cinema is a groundbreaking, long awaited step forward in motion picture exhibition technology. Not only will this new system allow us to present Hollywood's plentiful slate of upcoming 3D films exclusively in Schenectady, it will also enable us to present a wider variety of programming to the public, such as concerts and sporting events. We look forward to sharing this exciting new technology with all of our loyal patrons," said Bow Tie Cinemas co-owner, Ben Moss.

This installation represents a significant, further private investment in Movieland, which first opened its doors in May, 2007. "We remain honored to be a part of downtown Schenectady and the Capital Region's exceptional growth and are excited to be the first in the area to bring this dazzling new cinema experience to the public," said Bow Tie Cinemas co-owner Charley Moss.

The first Digital 3-D film to play at Movieland will be Walt Disney's "Bolt", which opens on Friday, November 21<sup>st</sup>. Upcoming titles include "Coraline", and "The Jonas Brothers Concert Movie in 3-D".

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