



Toy Story 3

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Orla (14), Matt (ten) and I (Dad) set off to see **Toy Story 3** with a remarkable sense of purpose. The previous **Toy Story** films are **much loved family classics** and Orla had been telling Matt for weeks beforehand that **many children** (she meant herself) had been **looking forward** to this "for more than ten years".

A **trip** into town is reserved for **special films** – interestingly the kids like to go **local** so that they can enjoy a **screening** without the fuss of the **West End**. No question about **this film** though.

They sat through the first part of the **programme** about **Sony 4k** and enjoyed the sense of **occasion**. It was the first time in th **Apollo Regent Street** for us and I have to say that it is a **great place** to go. The **internal decor** is special enough to reflect a **good night out** and I can assure the **staff and management** that their commitment to their **audience** has paid off. It reminded me of the **specialness** of the **cinema** when I was a child but in a **modern way**. We're not talking nostalgia but **commitment to value**. i appreciated the comments from the **cinema manager** and will vote with my feet in the **West End** in future - the kids **just liked it**.

The **Sony 4k** was fantastic - it really **enhanced** the film in a **non-intrusive manner**. Easy on the eye and not showy. Our **overall experience** was a **great night out** as customers.

And **Toy Story 3**? Fantastic. Probably the **strongest yet**; certainly the **greatest script**. Orla liked the way the **characters** were all together, reflecting them as a **family**. Matt has spent the time since we saw it **relentlessly discussing** his **favourite bits** which change constantly. It is **beautifully** done for adults – the **older references** are seamlessly **woven in** with the **plot** and characters being the main drive. The **narrative** motors along with no let up to a **great finale** which is **incredibly moving**.

The **children** now want the old videos of **Toy Story 1+2** replaced and to **go again** with Mum.

I have to say that it beats **Up** etc hands down as **the great family movie**.

About Sony 4K and Apollo cinemas

Sony 4K projection delivers four times the **quality** of standard **digital projectors** and offers the **highest image** and performance standards, as set by the **industry**. Proving that 4K is the only way to enjoy the **full cinematic experience** at its best.

Apollo Cinemas, the UK's largest **independent theatre** chain, is the first fully digital circuit in **CineAlta 4K** and **RealD 3D** in Europe.

The **Apollo** and **Sony Digital Cinema** partnership will see **4K technology** rolled out across Apollo's entire portfolio of **13 locations** by September 2010, making **Apollo Piccadilly Circus** (on Regent Street) the first cinema in **London** to be fully **4K and 3D** across all **five screens**.

