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GALVESTON, Texas – Moody Gardens guests will experience movies like never before inside the state-of-the-art MG 3D Theater, featuring the state's largest movie screen and the world's first 4K 3D giant screen 6-Primary Laser Projection System.

That means moviegoers will enjoy films on the 60 by 80-foot white screen nearly three and a half times brighter than normal theaters, with vibrant colors and new 3D glasses technology.

Along with the theater's top-of-the-line 11.1 surround sound system, this new laser projection further distinguishes the MG 3D Theater as one of the premier cinema venues, giving viewers the best viewing experience in the world.

"Everything we do is geared toward providing the best guest experience possible," said John Zendt, president and CEO of Moody Gardens, who added the MG 3D Theater has always been at the forefront of technology. "We are very pleased to be able to offer our guests the very best theater-viewing experience available."

The new laser projection system is a collaborative project with Christie Digital Systems and D3D Cinema. D3D and Moody Gardens have co-hosted the annual Digital Cinema Symposium since 2011, debuting some of the top technology advancements in cinema to the world.

"This is the game-changing milestone the museum giant screen industry has longed to achieve for many years," said Don Kempf, president and founder of D3D Cinema. "Moody Gardens' audiences are the first in the world to have a 6P giant screen laser experience, unarguably the future of cinema presentation. The DCI and DIGSS-compliant Christie laser solution, coupled with 6P glasses technology, are unparalleled in terms of image quality."

"D3D has always been committed to designing first-rate giant screen solutions that are built on a more economically viable business model. It's a great thrill to be able to achieve this goal AND be first to market with such a premium solution."

The 6P laser projectors generate a proprietary mix of photoptically-optimized light wavelengths for each eye directly from the source, in effect eliminating the need for a highly inefficient stage of filtering or polarizing the light as it leaves the projector. The Christie demos use Dolby 3D glasses specifically engineered to exactly match the 6-primary laser light wavelengths to yield nearly 90 percent light efficiency.

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As one of the first 3D Theaters in North America, the MG 3D Theater consistently offers some of the top educational films in the world daily, and has engaged and entertained guests since 1993.

For more information, call 409-744-4673 or visit www.moodygardens.org

Moody Gardens® is a public, non-profit, educational destination utilizing nature in the advancement of rehabilitation, conservation, recreation, and research.

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ABOUT D3D CINEMA

D3D Cinema offers complete digital 3D cinema solutions and services to museum and attraction industry clients worldwide, providing a unique partnership approach to cinema design and 3D content production built around four core capabilities - theater design and installation; touring exhibition theaters; an award-winning library of 3D content; and custom signature film production. Comprised of institutional theater specialists, D3D excels in bringing first-to-market immersive cinema technologies to its clients, offering technology-agnostic consultation, strategic planning, installation, content production & distribution, operational support, and ongoing service. D3D is headquartered in Evanston, IL with offices in Philadelphia, Ottawa, Canada and Valencia, Spain.

www.d3dcinema.com

ABOUT CHRISTIE DIGITAL SYSTEMS

Christie Digital Systems USA, Inc. is a global visual technologies company and is a wholly-owned subsidiary of Ushio, Inc., Japan, (JP:6925). Consistently setting the standards by being the first to market some of the world's most advanced projectors and complete system displays, Christie is recognized as one of the most innovative visual technology companies in the world. From retail displays to Hollywood, mission critical command centers to classrooms and training simulators, Christie display solutions and projectors capture the attention of audiences around the world with dynamic and stunning images.

www.christiedigital.com