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New technology creates endless cinematic possibilities

HARRISBURG, PA – Whitaker Center has heightened the giant screen guest experience by entering the era of digital projection under the new name, Select Medical Digital Cinema. Heading the conversion upgrade, from an IMAX® film-based projection to digital projection is D3D Cinema.

Known as the next generation of theater technology, D3D brought their first-to-market immersive cinema technologies to Whitaker Center. The shift to digital will provide a broader selection of films, an upgraded sound system, closed captioning and new 3D glasses.

“Whitaker Center’s strategic, staged upgrade will ensure they can immediately take advantage of the vastly improved quality, economics and versatility of digital exhibition, while ensuring a fiscally responsible means to the integration of groundbreaking laser projection technology,” said Derek Threinen, Vice President of Distribution and Business Development for D3D. “More importantly for their visitors, the new digital theater features the most stunning and life-like cinematic experience ever, immersing them in new ideas, places, and cultures like never before.”

Steve Bishop, Whitaker Center’s Vice President for Science and Cinema Programs added, “Whitaker Center is looking forward to the many advantages of digital exhibition, including bringing exciting new cinematic and alternative content to our audiences, significantly reducing our operating costs, and continuing our commitment to providing the best giant screen movie going experience to the residents of Central Pennsylvania.”

Fundraising efforts for this upgrade were built off the incredible generosity and leadership of Select Medical and its founders, Rocco Ortenzio and Robert Ortenzio.

Other businesses and individuals also stepped forward to join Select Medical as funds were raised for the upgrade; they include Highmark, Pinnacle Health, The Hershey Company, and Universal Media.

“We are proud to continue sponsoring this theater in its new format for everyone in Central Pennsylvania to enjoy,” said Rocco Ortenzio, Select Medical’s Co-Founder and Vice-Chairman. “Select Medical is about improving quality of life for all of our patients, but that also means helping to improve quality of life for our employees and for our hometown community.”

“Community support created Whitaker Center some 15 years ago. It is energizing to see Select Medical and other companies step up to ensure that Whitaker Center continues to be cutting-edge and a vibrant destination for learning and entertainment in the region,” said Gary D. St. Hilaire, chair, Whitaker Center Board of Directors.

Select Medical Digital Cinema debuts with two new documentary films:

Watermelon Magic 3D –Now Showing

Audiences are taken on the sweet and tender journey of Sylvie, a young girl who learns to grow – and part with – one of nature’s most loved summer fruits: the watermelon. This film celebrates the benefits of growing your own food, starting with a few seeds in the backyard. Through humor and drama, guests will experience the challenges and rewards of farm-to-table and community supported agriculture. Unique filming, editing techniques and stunning time-lapse sequences, will delight audiences. *Not rated. Running Time: 30min.*

Jerusalem 3D –Now Showing

Presented by National Geographic Entertainment, this film follows three young Jerusalemites and their families – Jewish, Christian and Muslim. Audiences will learn what it means to call Jerusalem home and experience celebrations and events of a year in the life of the city. *Jerusalem* gives audiences a completely unique perspective of a part of the world that still captivates the imagination of billions of people. *Rated G. Running Time: 40min.*

Please visit whitakercenter.org more information and movie showtimes.

For more information and tickets, please visit whitakercenter.org or call 717-214-ARTS.

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