Eagerly awaited The Girl with the Dragon Tattoo Film Premieres in London Using a Sony Digital Cinema 4K Digital Projection System

At yesterday’s world premiere of Sony Pictures’ The Girl with the Dragon Tattoo, guests took pleasure in watching the highly anticipated film using a state-of-the-art Sony Digital Cinema 4K projection system. Displaying an image at more than four times the resolution of traditional 2K digital cinema projection systems, the 4K system had been installed at the famous Odeon Cinema in Leicester Square.

The film will be globally distributed as a 4K digital production which means that all cinemas which have a digital projector installed will be able to screen the film in its full 4K capacity, the way it was shown at the London premiere.

The Girl with the Dragon Tattoo is David Fincher’s gripping adaptation of the first installment in Stieg Larsson’s successful series of thrillers. A discredited journalist and a mysterious computer hacker discover that even the wealthiest families have skeletons in their closets while working to solve the mystery of a 40-year-old murder. The film gets under way as Mikael Blomkvist and Lisbeth Salander are briefed in the disappearance of Harriet Vanger, whose uncle suspects she may have been killed by a member of their own family. The deeper Mikael and Lisbeth dig for the truth, however, the greater the risk of being buried alive by members of the family who will go to great lengths to keep their secrets tightly sealed.

As the world’s leading manufacturer of 4K resolution digital cinema projectors, Sony Digital Cinema was selected by the studio to supply a solution capable of providing viewers with a superior visual experience. The Sony Digital Cinema 4K projection system used for the screening comprised of Sony Professional’s SRX-R320.

Oliver Pasch, Head of Digital Cinema Europe at Sony Professional says, “The Girl with the Dragon Tattoo is the latest title which reinforces Sony’s position as being at the forefront of innovative cinematic experiences. It’s been a great honour to support this premiere screening at such a famous cinema in the heart of London with our 4K projection equipment, delivering the movie to the audience as it was meant to be seen.”

Rory Bruer, President of Worldwide Distribution for Sony Pictures Worldwide Marketing and Distribution, added, “The story of The Girl With The Dragon Tattoo is a hugely popular and eagerly anticipated film release and one which we wanted to showcase by using the best projection technology available. Sony’s fantastic projection system means viewers get incredible detail and clarity, something which is absolutely essential for this action packed thriller.”

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