

Pathé Switzerland launches the "rental cinema" for everyone

From Friday, August 21, 2020, Pathé Suisse SA will make it possible to rent complete cinema halls exclusively for your own private use with its new product "Personal Ciné".

In the cinemas, tenants will have access to a "Personal Gateway" with various gaming consoles, Internet connection and a hub with all standard connections and power supply for several of their own devices that they bring with them.

The rental prices have been designed with the aim that as far as possible everyone can afford to rent an entire cinema hall.

For the time being, Pathé is launching the "Personal Ciné" in a test phase at its locations in Ebikon and Spreitenbach.

For which occasions is the "Personal Ciné" particularly suitable?

The typical cinema superlatives, such as the big screen and the overwhelming sound make all media events that you can enjoy alone, with friends and/or family a superlative. Is it the favourite film or the favourite series. Is it gaming with friends on location, or with the community online. Is it a sports event, like athletics, football or ice hockey. Or the possibility to relive the most beautiful moments in family videos and wedding films and share them with your loved ones.

There are almost no limits to the wishes of the hirers due to the "Personal Gateway" and the possibility to bring your own equipment.

What does the "Personal Gateway" offer?

The "Personal Gateway" provides the following devices and connections:

- // High-Speed Internet Access
- // Sony PlayStation 4 - including 4 controllers
- // Microsoft XBOX One X- including 4 controllers
- // Nintendo Switch - 4 controllers included
- // Apple TV -including popular media apps
- // BlueRay player
- // PC for surfing, online gaming, photos
- // Hub with multiple HDMI ports for devices brought along
- // Power supply for devices brought along

Games are not provided by Pathé, but must be brought by the hirer. The hirers log in themselves on their own gaming or media account.

What are the costs?

The cinemas can be booked in units of two hours each. The rental costs are CHF 399 / 2 hours, regardless of the number of persons.

How can I rent a cinema hall?

Prospective tenants can submit a rental request by providing their contact details at least 24 hours before the desired time. Currently - during the test phase the rental request works via the contact form, later most likely via the shop system, or via a separate section on the website pathe.ch.

In which Pathé cinemas is "Personal Ciné" available?

In the current test phase, "Personal Ciné" is available for exclusive rental for private use at the Pathé Mall of Switzerland in Ebikon and at the Pathé Spreitenbach.

When will "Personal Ciné" be available in all Pathé cinemas?

That depends largely on demand and tenant behaviour. If demand is high and the tenants' behaviour proves to be responsible, a roll-out of the "Personal Ciné" offer is conceivable before Christmas 2020.

What motivated Pathé to launch "Personal Ciné"?

In recent years, the Pathé Group has been working on reinventing cinema and adapting to changing market conditions and customer requirements. As part of this innovation process and due to the strong demand for individual, personalized use of the "big screen" within the community, Pathé Suisse has developed this product. The timing of the launch was favoured by the current situation with less busy cinemas due to the Corona crisis.