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**Drive-In and Outdoor Event Services**

Coronavirus has considerably affected the film industry, and likely, permanently, changed consumer habits. Businesses that don’t adapt will be left behind.

Digital Media Systems is pleased to present our wide array of support options for "pop up" drive ins and outdoor event productions.

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The Drive-In Comeback

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We are in the age of social distancing. 40,000 screens have been shuttered nationwide and exhibitors are searching for any means to generate revenue. Overwhelmingly, drive in theaters are being hailed as the answer.

Consumers, many of whom are stuck at home are anxious to get out of the house. Are you ready to capture the demand?

+ Exhibitors that have opened drive in venues are seeing sold out shows even when faced with bad weather or when playing old films.

+ Consumers are favoring drive in theaters when reviewing outside entertainment options largely due to the safety the concept offers them and their families.

+ Drive in venues can be extremely lucrative. Operators stand to generate revenue from the sales of tickets, concessions, merchandise, advertising, and more!

+ Many local governments continue to express that they have no objections to drive in venues being open.

+ Drive in venues are future proof. Consumers will be more vigilant after the COVID-19 pandemic passes. The traditional theater model of packing patrons in a room, elbow-to-elbow is at risk of being disrupted.

Exhibitors are not the only group that stand to benefit from outdoor events. They are also perfect for:

++ Churches and religious organizations looking to continue holding services and collecting offerings.

++ Studios and other release groups looking to promote their upcoming content.

++ Political groups looking to hold rallies in an election season.

+ music

Our Offerings

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Digital Media Systems is ready to meet all your setup, installation, and service needs.

+ Complete set up, operation, and removal!

Same-day set up available.

+ 4K Digital Cinema projection

+ Audio via FM transmission or external sound system

+ Screen sizes range from 10’ to 100’

Projection, sound, and screen systems can be fully mobile.

Freestanding or inflatable screens available.

Alternate screen surface painting support available.