

The Henry Ford Giant Screen Experience Opens April 4th

Giant Screen Experience features new 4K digital state-of-the-art projection system, sound and seating

Dearborn, Mich. ([PRWEB](#)) March 03, 2016 -- Starting April 4th, guests will get a re-invented cinematic experience complete with new 4K digital state-of-the-art projection system, sound, screen and seating when The Henry Ford Giant Screen Experience opens. The Henry Ford Giant Screen Experience will feature unique programs including serving as a venue for the Cinetopia International Film Festival in June, a Thursday Night Flix series and feature films that further explore the people, places, themes and ideas that bring the American experience to life.

“This new digital platform with a state-of-the-art projection system provides our guests with the most stunning and lifelike cinematic experiences out there,” said Patricia Mooradian, president of The Henry Ford. “It also provides a more versatile venue where we can expand on the type of innovative programming and mission-fit films we can offer.”

To kick-off the opening of the Giant Screen Experience, The Henry Ford will be showing MacGillivray Freeman Films’ National Parks Adventure 3D, an immersive film that takes audiences soaring up exposed rock faces, hurtling down steep mountain cliffs and exploring other-worldly realms found within America’s most legendary outdoor places. Narrated by Academy Award® winner Robert Redford, the film is an action-packed celebration of the 100-year anniversary of the U.S. National Park Service.

The upgrades to the Giant Screen Experience were designed by D3D Cinema, who installed the new dual Christie 4K digital projection with MasterImage 3-D technology, the QSC audio system and new MDI premium silver screen for exceptional resolution and brightness. The system features the first museum-based ultra-high resolution 4K projection system in the greater Detroit area.

When the Giant Screen Experience opens, members of The Henry Ford will now have the added benefit of seeing traditional documentary films for free, including new films – National Parks Adventure and James Cameron’s Deep Sea Challenge 3D. Members will also receive discounts to any special pop-up programming, classic feature-length films and more moving forward.

Tickets for the Giant Screen Experience will be available for purchase beginning March 25, 2016. For upcoming programming information please visit <https://www.thehenryford.org/visit/giant-screen-experience/>.

About The Henry Ford

The Henry Ford in Dearborn, Michigan is an internationally-recognized cultural destination that brings the past forward by immersing visitors in the stories of ingenuity, resourcefulness and innovation that helped shape America. A national historic landmark with an unparalleled collection of artifacts from 300 years of American history, The Henry Ford is a force for sparking curiosity and inspiring tomorrow’s innovators. More than 1.7 million visitors annually experience its five attractions: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford Giant Screen Experience. A continually expanding array of content available online provides anytime, anywhere access. The Henry Ford is also home to Henry Ford Academy, a public charter high school which educates over 500 students a year on the institution’s campus. In 2014, The Henry Ford premiered its first-ever national television series, The Henry



Ford's Innovation Nation, showcasing present-day change-makers and The Henry Ford's artifacts and unique visitor experiences. Hosted by news correspondent and humorist, Mo Rocca, this Emmy®-winning weekly half-hour show airs Saturday mornings on CBS. For more information please visit our website thehenryford.org.



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