

Pick your own film with our screen and watch it at The Cameo



PEOPLE POWERED CINEMA ARRIVES IN BRITAIN

- New service puts public in charge of programming at their local cinema
- Fans choose the film, the time, the place and even the audience -
- Hundreds of new, classic and exclusive titles now available in 13 cities across the UK

From today, film fans around the UK can take control of their local cinema with new service [ourscreen](#), a unique platform that allows users to create and attend screenings of their favourite films at their local cinema on the big screen and in all their glory.

Now available in 13 cities around the UK – including Edinburgh – ourscreen aims to encourage film fans to go to the cinema and experience great films in the way they were meant to be enjoyed.

If you fancy going to see American Werewolf in London at the Cameo on 27 August 2014 at 21:00 then you can add your vote. That film needs another 36 votes to make it happen. There are other choices already underway but you can set up your own too.

You can choose from over 200 films available, ranging from previews like Next Goal Wins, recent hits like The Grand Budapest Hotel, to classics such as Scarface and The Breakfast

Club, with regular updates and 'must-sees' being added all the time.



In three easy steps film fans are able to create a private film screening for family and friends or an open event for everyone to enjoy at www.ourscreen.com.

1. Pick a film
2. Decide where and when
3. Share your screening as an open or private event

If enough people book tickets the screening takes place.

Ian Cartwright, Director of ourscreen, said:

“Today, cinemas are competing with more and more home entertainment providers but it’s hard to beat seeing a good film in all its glory on the big screen. We wanted to empower film fans and local communities to create and attend screenings at their local cinema. We are great supporters of the cinema industry and local exhibitors so we wanted to design something that would be a quick and easy way for everyone to make the cinema truly theirs.”

Ian continued: “We offer more choice and flexibility to film-goers’ cinema experience and we are thrilled to be able to share this platform in 13 cities around the country from today, with more to follow throughout the summer. We are very excited about being part of the future of cinema.”

So what do you fancy seeing on the big screen? Let us know what you vote for.

