## Sky+HD stage a Titanic screening of epic proportions



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Sky+HD gave lucky members of the public the chance to climb inside the screen and be a part of their favourite film by staging the ultimate High Definition screening of Titanic - in a swimming pool.

To celebrate the biggest ever season of Oscar-winning films on <u>Sky</u> <u>Movies Drama HD</u>, the Golden Lane swimming pool in Barbican, London, was transformed into the high seas of the Atlantic Ocean, complete with lifeboats, stray icebergs and film fans decked out in period costumes where they played their own part in the adventure. As the classic Oscar-winning film was played out in glorious <u>High</u> <u>Definition</u> film fans were transported back to the events of 1912 for the ultimate interactive movie experience.

**Alex Zane - host of Sky Movies' Guest List** - took his place in a lifeboat amongst the crowd: "The idea of watching Titanic in totally immersive high definition, in a life jacket, floating in a life boat is about as close to the experience of being on the ship itself as you could or probably would ever want to get. An amazing experience with some real movie fans."

**Head of** Sky+HD **Richard Jakeman** commented: "Now we're showing more movies than ever in High Definition we thought it only fitting to extend the HD experience beyond the screen. It's gone down so well that perhaps we should carry on the tradition - maybe a staging of Jaws somewhere off the British Coast, or even a High Definition screening of The Sounds of Music in the mountains".

All is not lost however for those who unfortunately missed out on the one off showing as all the excitement and intensity of Titanic and other Oscar winning classics can still be experienced from the comfort of the living room in glorious High Definition, as part of the Oscars Season on <u>Sky Movies</u> Drama HD, throughout February.

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## About

## Sky+HD:

Sky+HD launched in May 2006 and has quickly become Sky\'s fastest ever growing additional TV product. More than 591,000 homes across the UK enjoy over 11,000 hours worth of HD programmes every month, which is almost twice the standard definition output from the UK's five main terrestrial channels.

Sky+ HD offers 31 high definition channels: Sky1 HD, FX HD, Sky Arts HD, Discovery HD, National Geographic HD, History Channel HD, Rush HD, Eurosport HD, Sky Sports HD1, Sky Sports HD2, Sky Sports HD 3, Channel 4 HD, BBC HD, Luxe TV HD, Sky Movies Premiere HD, Sky Movies Screen 1 HD, Sky Movies Screen 2 HD, Sky Movies Action and Thriller HD, Sky Movies Drama HD, Sky Modern Greats HD, Sky Movies Sci-Fi and Horror HD, Sky Movies Family HD, Sky Movies Comedy HD, Sky Box Office HD1, Sky Box Office HD 2, Sky Real Lives HD, The Biography Channel HD (BIO HD), Crime & Investigation Network HD, Disney Cinemagic HD, Sci Fi HD and MTV HD.

## **PR Contact:**

Victoria Etaghene Sky Consumer PR Executive 10 Stephen Mews London W1T 1AG 020 7805 6424 packages.sky.com