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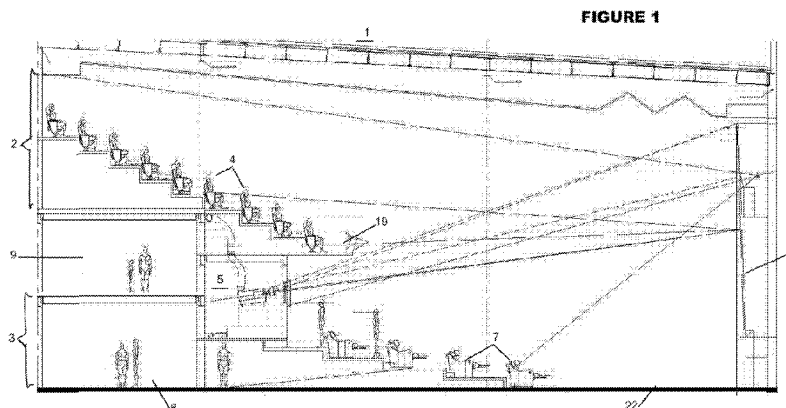
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(54) Title: SINGLE-SCREEN MULTIPLE-TIER MOVING PICTURE THEATER HAVING SEPARATE SERVICE CLASS SECTIONS



(57) Abstract: A mixed-class service multiple-tier theater that allows different patrons attending the same movie to experience differing levels of service depending on how much they wish to pay. There are two tiers for seating. The upper tier would be for regular, stadium style seating, while the lower tier would be for VIP seating with fully reclining seats. The lower and upper tiers are completely separated, each offering its own ingress/egress access, with a balcony overhang from the upper tier cantilevered over the lower tier.

**SINGLE-SCREEN MULTIPLE-TIER MOVIE PICTURE
THEATER HAVING SEPARATE SERVICE CLASS SECTIONS**

TECHNICAL FIELD

[0002] The invention relates to a movie picture theater, namely, a multiple-tier seating arrangement for a theater which allows for the provision of a distinct level of service to each section.

BACKGROUND ART

[0003] Traditionally, motion pictures have provided inexpensive and accessible entertainment for a large portion of the population worldwide. Until recently, the nature of the product being provided by motion picture theaters is of a one-size-fits-all nature. That is, movie theaters have provided an identical experience to all patrons attending any movie theater or multiplex.

[0004] As individual consumer tastes developed, the industry saw the need for a more upscale type of service for patrons that desire better service and are willing to pay additional fees for it. This demand has seen the development of “VIP” (very important person) movie theaters offering the additional, more expensive services. Among these services

are included: larger, more comfortable seats; reclining seats; seat-side food service; complete, restaurant-style food and beverage menus; and the like.

[0005] The existence of two distinct levels of service has forced patrons and theater operators to make a choice, from the outset, as to what type of service they wish to experience and provide respectively.

[0006] At present, there is no mixed-class service that allows different patrons attending the same movie theater to experience differing levels of service depending on how much they wish to pay. Such a mixed-class service is similar to an airline offering a first class cabin and an economy cabin all in the same flight.

[0007] The principal reason for this is the fact that in order to provide each class of service, a significantly different configuration of the theater's seating area is needed for each class. The overwhelming majority of movie theaters in the U.S. are single-tiered offering no natural separations that could serve to divide seating areas into differently-configured areas.

[0008] Therefore, there is a need in the art for a mixed-class service multiple-tier theater that allows different patrons attending the same movie to experience differing levels of service depending on how much

they wish to pay. Further, there is a need in the art for such a theater in which the configuration of the various tiers is optimized to allow for the most convenient, enjoyable and commercially feasible operation possible

SUMMARY OF INVENTION

[0009] The current invention satisfies the needs in the industry by providing a novel design for a movie picture theater having a single viewing screen that is visible from multiple seating areas, each such area being located on a different vertical level relative to the base of the projection screen. Among the novel aspects of the disclosed theater arrangement is providing different classes of service, based on the seating area, to different patrons attending the same movie presentation. The different service classes offer different levels of comfort, convenience and service, at corresponding price levels, to different classes of patrons without necessitating a different projection screen for each.

[0010] In one embodiment, the disclosed movie theater would have three separate tiers. Namely, a lower, middle and an upper tier. The patron seating areas would be located in the lower and upper tiers, while the middle tier would be reserved for a projection room, retail and food shopping space, and other ancillary services.

[0011] The lower and upper tiers are completely separated, each offering its own ingress/egress access, with a balcony overhang from the upper tier cantilevered over the lower tier. The middle tier is, in turn, recessed back with respect to both the upper and lower tiers and also has a completely separate access means. The balcony of the upper tier is carefully sized to ensure that it does not block the view of the screen for any patrons located in the lower tier, or projection of the movie onto the screen from the projection room.

[0012] Therefore, it is an object of the present invention to provide a mixed-class service multiple-tier theater that allows different patrons attending the same movie to experience differing levels of service depending on how much they wish to pay. In one embodiment, there are two tiers for seating. The upper tier would be for regular, general seating, while the lower tier would be for VIP seating. The lower tier would offer seats that are larger and which recline further than the regular, general seating along with other VIP features, such as food and beverage service.

[0013] In one embodiment, the multiple-tier movie picture theater provides different classes of service, based on the seating area, to different patrons attending the same movie. The theater includes a lower tier comprising a VIP seating section, an upper tier comprising a general

seating section, and a projector room located near the upper most level of the lower tier. The lower tier is on a floor surface, the projector room is located near the upper most level of the lower tier, and the upper tier comprises a balcony that overhangs the lower tier and projector room. The VIP seating section and the general seating section comprise “stadium” seating where each seating row is elevated with respect to the rows immediately in front of it. The different classes of services offered to the VIP seating section and the general seating section provide different levels of comfort, convenience and service, at corresponding price levels. The class of service provided to the VIP seating section includes: seats that are larger with more space between the seats than those of the general seating section, seats which recline further than those of the general seating section, additional leg and aisle room, and food and beverage service. The upper and lower tiers and the projector room each have separate ingress and egress means.

[0014] These and other objects, features, and advantages of the present invention may be better understood and appreciated from the following detailed description of the embodiments thereof, selected for purposes of illustration and shown in the accompanying drawings.

BRIEF DESCRIPTION OF DRAWINGS

[0015] **FIGURE 1** is an elevational view of the multiple-tier movie picture theater.

[0016] **FIGURE 2** is an elevational view of the multiple-tier movie picture theater and lobby.

[0017] **FIGURE 3** is a top view of the upper tier of the theater.

[0018] **FIGURE 4** is top view of the lower tier of the theater.

DESCRIPTION OF EMBODIMENTS

[0019] Embodiments of the invention are illustrated in the accompanying drawings. **Figure 1** is an elevational view of the multiple-tier movie picture theater **1**. The lower tier **3** and upper tier **2** are completely separated, each offering its own ingress/egress access, with a balcony **19** overhang from the upper tier **2** cantilevered over the lower tier **3**. There is a separate access area **8** to the lower tier as well as a hall **9** for ingress/egress to the lower tier **3**. The projector room **5** is located between the tiers and recessed back with respect to both the upper **2** and lower **3** tiers and also has a completely separate access means. Accordingly, the projector room **5** may also be referred to herein as a middle tier, which is between the upper tier **2** and the lower tier **3**. The balcony **19** of the upper tier **2** is carefully sized to ensure that it does not

block the view of the screen **6** for any patrons located in the lower tier **3**, or projection of the movie onto the screen **6** from the centrally located and recessed projection room **5**.

[0020] As shown in the attached illustrations, the upper tier **2** and lower tier **3** would provide for “stadium” seating where each seating row is elevated with respect to the rows immediately in front of it. However, as shown, each tier's respective seating area has a different row pitch and angle of inclination relative to the ground level. This allows for each seat in the VIP seating area of the lower tier **3** to be larger and to have more room.

[0021] The upper tier **2** includes seating rows **4** that are smaller and closer together than the lower tier **3** or VIP section. In one embodiment, the upper tier **2** has a row pitch of 1.15 m. (45.27 in.) and each row **4** is elevated by 0.51 m (20.08 in) with respect to the row **4** immediately in front of it, yielding an approximate angle of inclination of 23.9 degrees. In contrast, the lower tier **3** of the same embodiment has a row **7** pitch of 2.10 m. (82.68 in.) and each row **7** is elevated by 0.35 m (13.78 in) with respect to the row **7** immediately in front of it, yielding an approximate angle of inclination of 9.5 degrees.

[0022] The variation in row pitch between the upper **2** and lower **3** tiers permits the use of larger, and more comfortable seat assemblies, in connection with the lower tier **3** or VIP section of the theater. The larger row pitch is also required because an important feature of the VIP section of the theater **1** is that it permits the seats to recline to an almost horizontal position section which also requires the greater row pitch. Of course, the use of a greater row pitch eliminates the need of additional elevation from row to row in order to achieve obstructed views.

[0023] As will be noted, the use of extreme reclining seats in the VIP section of the theater requires that the VIP seating section be located in the lower tier **3** of the theater. Otherwise, the viewing angle for a patron in the fully reclined position would be such that the screen **6** view would be obstructed by the patron's own feet and would be at an uncomfortably low viewing angle providing for a less-than-optimal experience.

[0024] It is anticipated that in combination with the novel theater arrangement described herein and in the accompanying illustrations, it will be advantageous to use a novel theater seat design, such as that described in U.S. Patent application serial number 14/164,992 filed on January 27, 2014 by the Applicant.

[0025] **Figure 2** is an elevational view of the multiple-tier movie picture theater **1** and lobby **10**. The patrons enter the establishment into a main lobby **10**. Patrons who wish to sit in the general seating or upper tier **2** are directed up the escalator **11** or elevator **12** to the third floor. The third floor includes a stadium lobby **16** with a concession area **15** and a food preparation area **14**. Access **18** to the upper tier **2** is also found on the third floor and may include a stairway leading up into the upper tier **2**. Patrons who wish to sit in the lower tier **3** can enter directly through the VIP or lower tier entrance **17** on the first floor. The lower tier entrance **17** may require that the patron submit a ticket, either electronically or in paper form, before passing the entrance **17**. The first floor also includes a seating or dining area **13** and may further include a bar. The first floor also includes the lower tier access **8**, which can be stairs, steps or aisle ways leading into the lower tier **3**. VIP patrons may also use the second floor as a lounge and hall **9**, which would also be accessible by the lower tier access **8** stairs leading to the lower tier **3**.

[0026] **Figure 3** is a top view of the upper tier **2** of the theater **1**. The upper tier **2** is designed for general seating. The upper tier **2** is accessed by entrance **18**, which may include steps or stairs. Aisles **20** are found on either side of the upper tier **2** for accessing the seating rows **4**.

A balcony **19** is at the front of the upper tier **2**. The screen **6** is viewable from every seat in the upper tier **2**. In the embodiment of **Figure 3**, 164 seats are able to fit within the upper tier **2**. As shown, the upper tier **2** comprises a balcony **19** and the upper tier **2** is approximately half of the size of the theater **1** leaving the space nearest a screen **6** open to the lower tier **3** below.

[0027] **Figure 4** is a top view of the lower tier **3** of the theater **1**. The lower tier **3** will be most often used as the VIP area of the theater **1**. The lower tier **3** will be accessible from entrance **8**, which may include steps or stairs. The entrance **8** will lead into an aisle **21** for accessing the seating rows **7**. Another aisle **21** is located on the other side of the seating rows **7**. There is a VIP hall **9** or lounge area just outside of the lower tier **3**. The projection room **5** is located at the upper most level of the lower tier **3** and has seating rows **7** on either side of it. In the embodiment shown in **Figure 4**, 68 VIP seats are able to fit within the lower tier **3**. The VIP seating section fills approximately three-fourths of the theater floor space **22** leaving the floor space **22** in front of the screen **6** void of seats. As shown in **Figures 3** and **4**, the seats within the lower tier **3** are larger and have additional room in comparison to the seats in the upper tier **2**.

[0028] Referring to **Figure 1**, in one embodiment of the invention, the multiple-tier movie picture theater **1** comprises a horizontal floor surface **22** having a front and a rear end and a screen **6** for projection of the movie picture. The screen **6** is disposed at the front of the floor surface **22** and is substantially perpendicular to the floor surface **22**. A lower tier **3** seating area is located directly above the floor surface **22**. The lower tier **3** seating area further comprises lower tier seating rows **7** disposed from front to back of the lower tier **3** seating area, wherein the elevation of each of the lower tier seating rows **7** increases with respect to the lower tier seating row **7** directly in front of it. The arrangement resulting is a lower tier seating row **7** pitch and a lower tier seating area inclination angle.

[0029] There is also a projector room **5** or middle tier area adapted to accommodate a projector for projecting a movie picture upon the screen **6**. The lowest part of the middle tier being located above the base of the rearmost lower tier seating row **7**. The projector room **5** may be located between the upper most seating rows **7** of the lower tier **3**. An upper tier **2** seating area is located directly above the highest part of the middle tier or projector room **5**. The upper tier **2** seating area further comprises upper tier seating rows **4** disposed from front to back of the upper tier **2** seating area, wherein the elevation of each of the upper tier

seating rows **4** increases with respect to the upper tier seating row **4** directly in front of it. The arrangement resulting is an upper tier seating row **4** pitch and an upper tier seating area inclination angle.

[0030] The upper tier **2** and the lower tier **3** are disposed relative to each other so as to permit unobstructed views of the screen **6** by any person seated in the lower tier **3**. The upper tier **2** and the middle tier or projector room **5** are disposed relative to each other so as to permit the unobstructed projection of the movie picture on the screen **6** by a projector located in the middle tier or projector room **5**. The lower tier seating row **7** pitch is greater than the upper tier seating row **4** pitch. The lower tier **3** seating area inclination angle is smaller than the upper tier **2** seating area inclination angle. The lower tier **3** seating area, the middle tier or projector room **5**, and the upper tier **2** seating area each have separate ingress and egress means **8, 18**.

[0031] Although the invention is illustrated in detail in the accompanying figures and examples and described herein, various modifications and structural changes may be made therein without departing from the spirit of the invention and within the scope and range of equivalents of the disclosed designs. For example, it is anticipated that the present invention can be applied not only to auditoriums for projected movies, but also for those adapted for live performances.

CLAIMS

What is claimed is:

1. An auditorium for movie picture presentations comprising:
 - a. A horizontal floor surface having a front and a rear end;
 - b. A screen for projection of said movie picture, said screen being disposed at the front of said floor surface, said screen being substantially perpendicular to said floor surface;
 - c. A lower tier seating area located directly above said floor surface, said lower tier seating area further comprising lower tier seating rows disposed from front to back of said lower tier seating area, wherein the elevation of each of said lower tier seating rows increases with respect to the lower tier seating row directly in front of it, said arrangement resulting is a lower tier seating row pitch and a lower tier seating area inclination angle;
 - d. A middle tier area adapted to accommodate a projector for projecting a moving picture upon said screen, the lowest part of said middle tier being located above the base of the rearmost lower tier seating row;
 - e. An upper tier seating area located directly above the highest part of said middle tier, said upper tier seating area further comprising upper tier seating rows disposed from front to back of said upper tier seating area, wherein the elevation of each of said upper tier seating rows increases with respect to

the upper tier seating row directly in front of it, said arrangement resulting is a upper tier seating row pitch and a upper tier seating area inclination angle;

- f. Wherein said upper tier and said lower tier are disposed relative to each other so as to permit unobstructed views of said screen by any person seated in said lower tier;
- g. Wherein said upper tier and said middle tier are disposed relative to each other so as to permit the unobstructed projection of said movie picture on said screen by a projector located in said middle tier;
- h. Wherein said lower tier seating row pitch is greater than said upper tier seating row pitch;
- i. Wherein said lower tier seating area inclination angle is smaller than said upper tier seating area inclination angle; and
- j. Wherein said lower tier seating area, said middle tier, and said upper tier seating area each have separate ingress and egress means.

2. A multiple-tier movie picture theater comprising:

- a. A lower tier seating area with seating rows;
- b. An upper tier seating area with seating rows, wherein the upper tier seating area is located above the lower tier seating area;

- c. A projector room located below the upper tier; and
 - d. Wherein the lower tier and upper tier seating rows comprise stadium seating where each seating row is elevated with respect to the rows immediately in front of it.
3. The multiple-tier movie picture theater of claim 2, wherein the upper tier and the lower tier are disposed relative to each other so as to permit unobstructed views of a screen by any person seated in the upper or lower tier.
 4. The multiple-tier movie picture theater of claim 2, wherein the lower tier seating rows fill approximately three-fourths of a theater floor space leaving the floor space in front of a screen void of seats.
 5. The multiple-tier movie picture theater of claim 2, wherein the upper tier comprises a balcony and the upper tier is approximately half of the length of the theater leaving the space nearest a screen open to the lower tier below.
 6. The multiple-tier movie picture theater of claim 2, wherein the projector room is located near the upper most level of the lower tier and has lower tier seating rows on either side of it.
 7. The multiple-tier movie picture theater of claim 2, where in the upper and lower tiers have separate ingress and egress means.
 8. The multiple-tier movie picture theater of claim 2, wherein the projector room has a separate ingress and egress means.
 9. The multiple-tier movie picture theater of claim 2, wherein the lower and upper tier offer distinct, separate services.

10. The multiple-tier movie picture theater of claim 2, wherein the upper tier seating area comprises seats that are smaller and closer together than the seats of the lower tier.
11. The multiple-tier movie picture theater of claim 2, wherein the lower tier contains larger seats than the upper tier.
12. A multiple-tier movie picture theater providing different classes of service, based on the seating area, to different patrons attending the same movie comprising:
 - a. A lower tier comprising a VIP seating section;
 - b. An upper tier comprising a general seating section;
 - c. Wherein the VIP seating section and the general seating section comprise stadium seating where each seating row is elevated with respect to the rows immediately in front of it; and
 - d. Wherein different classes of service provide different levels of comfort, convenience and service, at corresponding price levels, based upon selection of the VIP seating section or the general seating section.
13. The multiple-tier movie picture theater of Claim 12, wherein the class of service provided to the VIP seating section includes at least

one of the following: seats that are larger with more space between the seats than those of the general seating section, seats which recline further than those of the general seating section, additional leg and aisle room, and food and beverage service.

14. The multiple-tier movie picture theater of Claim 12, further including a projector room located near the upper most level of the lower tier.
15. The multiple-tier movie picture theater of Claim 12, wherein the upper tier and the lower tier are disposed relative to each other so as to permit unobstructed views of the screen by any person seated in the upper or lower tier.
16. The multiple-tier movie picture theater of Claim 12, wherein the upper and lower tiers have separate ingress and egress means.
17. The multiple-tier movie picture theater of Claim 14, wherein the projector room has a separate ingress and egress means.
18. The multiple-tier movie picture theater of claim 12, wherein the VIP seating section fills approximately three-fourths of a theater floor space leaving the floor space in front of a screen void of seats.
19. The multiple-tier movie picture theater of claim 12, wherein the upper tier comprises a balcony and the upper tier is approximately half of the size of the theater leaving the space nearest a screen open to the lower tier below.

20. A multiple-tier movie picture theater providing different classes of service, based on the seating area, to different patrons attending the same movie comprising:

- a. A lower tier comprising a VIP seating section;
- b. An upper tier comprising a general seating section;
- c. A projector room located in the upper most level of the lower tier and recessed to the back of the lower tier;
- d. Wherein the lower tier is on a floor surface, the projector room is located near the upper most level of the lower tier, and the upper tier is above the lower tier and projector room and comprises a balcony that overhangs the lower tier and projector room;
- e. Wherein the VIP seating section and the general seating section comprise stadium seating where each seating row is elevated with respect to the rows immediately in front of it;
- f. Wherein different classes of service provide different levels of comfort, convenience and service, at corresponding price levels, based upon selection of the VIP seating section or the general seating section;

- g. Wherein the class of service provided to the VIP seating section includes at least one of the following: seats that are larger with more space between the seats than those of the general seating section, seats which recline further than those of the general seating section, additional leg and aisle room, and food and beverage service; and
- h. Wherein the upper and lower tiers and the projector room each have separate ingress and egress means.

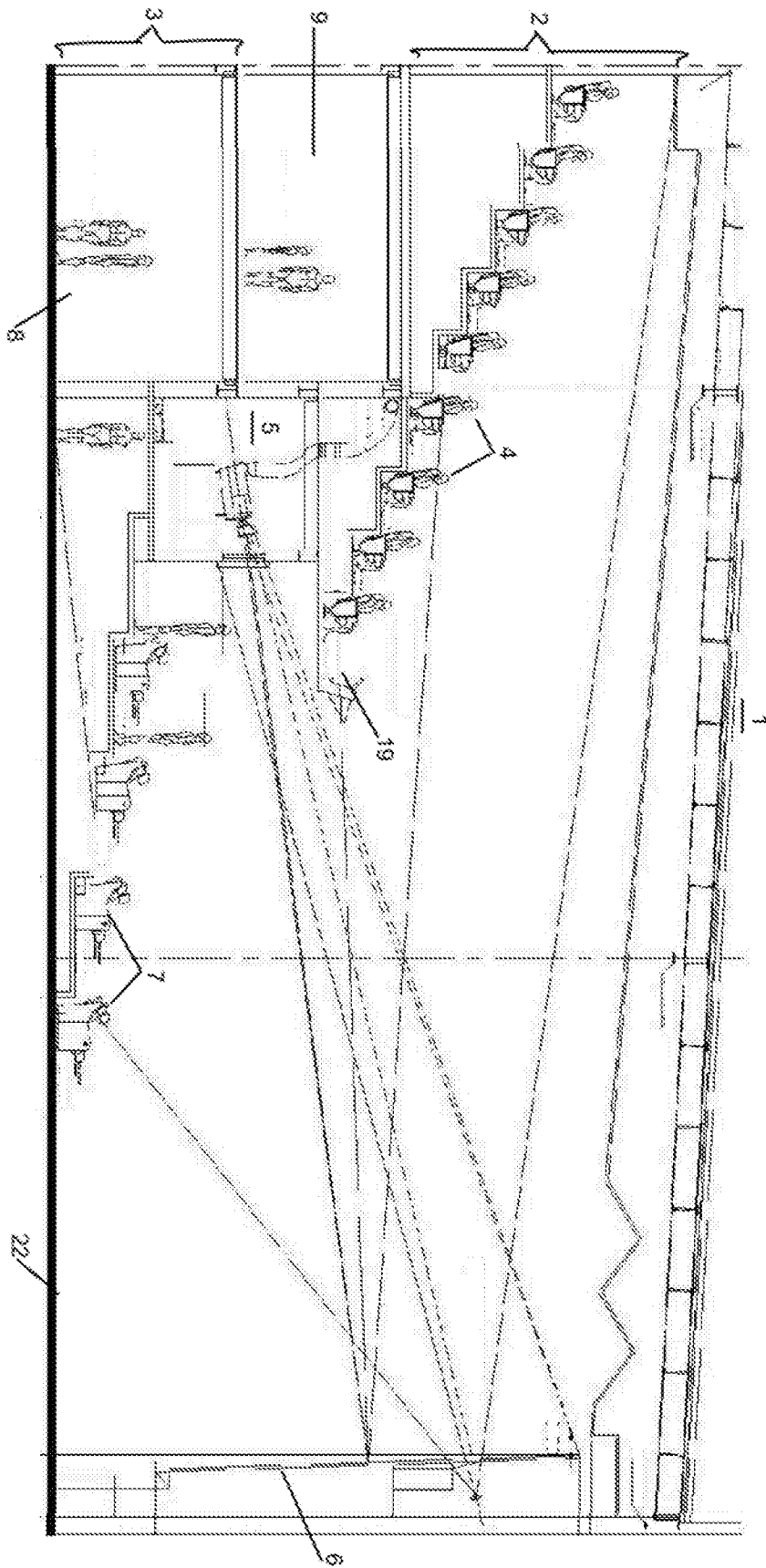
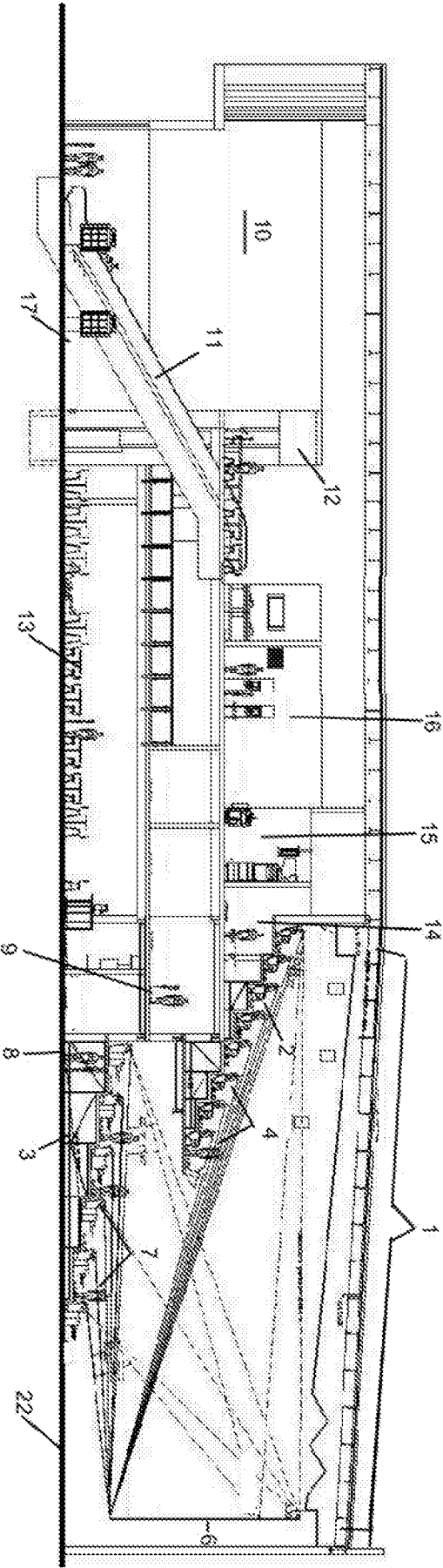


FIGURE 1

FIGURE 2



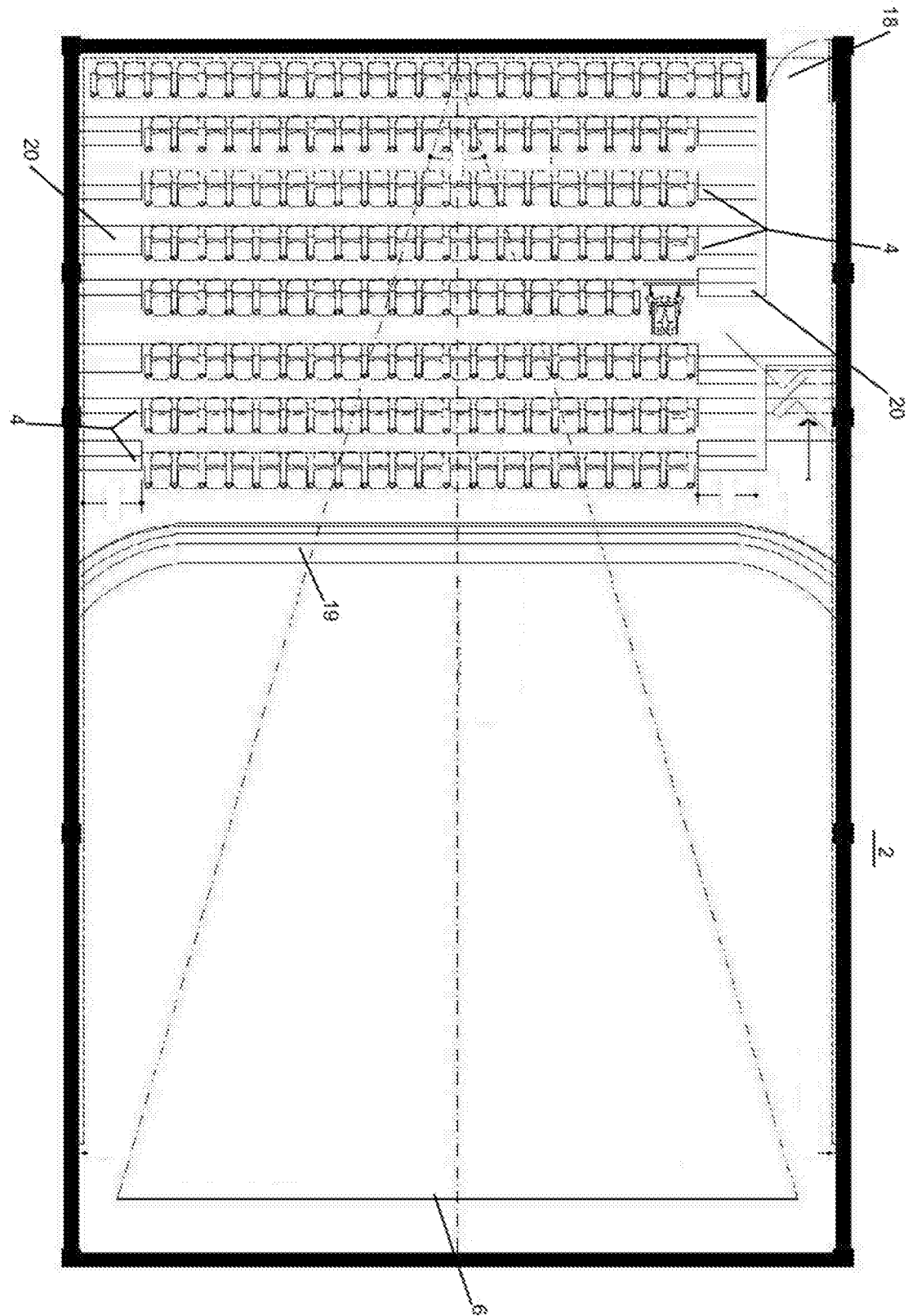


FIGURE 3

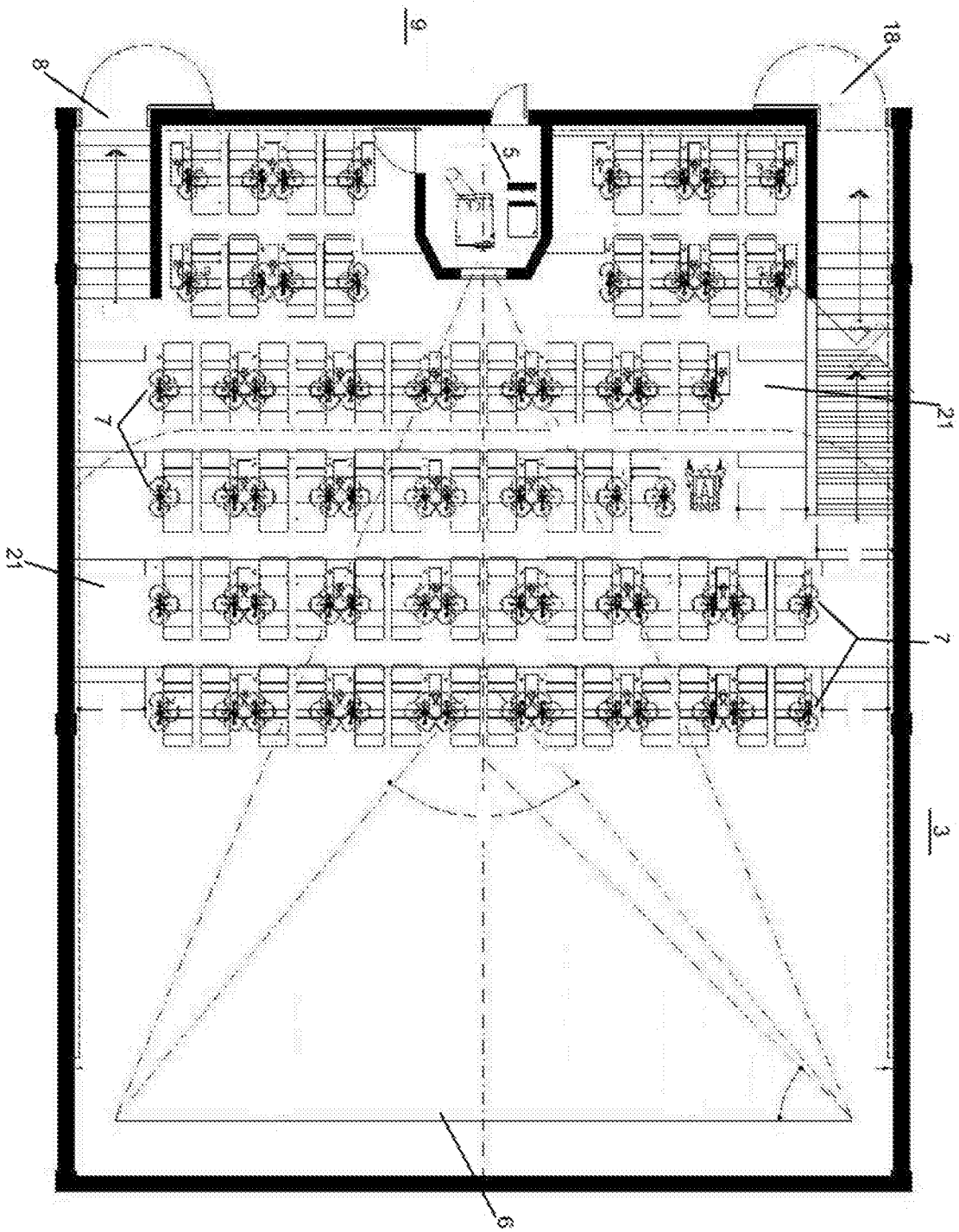


FIGURE 4