

Hollywood in your Home 在家观赏电影首映式

英语学习点: *The Cinema and Home Cinema* 电影院和家庭影院

Do you wish you could watch the latest Hollywood releases without leaving the comfort of your home?

You might be able to do just that soon – if you've got the cash.

Prima Cinema is a new service in the USA that will offer subscribers the opportunity to watch brand new films on the day of their release.



Prima subscribers will be able to watch new films at home.

At the moment, movie fans generally have to wait at least a couple of months before a picture is released on DVD or for digital download. For some people, that makes 'home cinema' just a phrase.

But subscribers to Prima will be able to enjoy the latest **blockbuster**, **romcom** or **thriller** if they invest \$20,000 (130,000 yuan) in a special set-top box.

That might seem a lot of money but the expenditure doesn't end there. Each film will cost \$500 (3,200 yuan) and since every download will be around 30 **gigabytes**, subscribers will probably need a **high-end** internet connection.

Prima Cinema's founder, Jason Pang, is unapologetic. "Quite frankly, it does cost that much simply because of the security," he said.

He is sure that there are enough rich people with expensive **home theatre setups** to make this new venture work.

But what about the experience of going to the cinema? Could this new service mean the end of going to the **multiplex** to catch a flick on a Friday night?

Jason Pang thinks not. Of his typical customer, he says: "This is not a client that goes to their **box office** on a regular basis."

词汇表请参看答案与词汇部分

Quiz 测验

阅读短文并回答问题。

1. When will Prima subscribers be able to watch new movies?
2. Why is home cinema just a phrase for some film fans?
3. Is this statement true, false or not given? *Jason Pang rejects the idea that Prima Cinema isn't good value.*
4. Is this statement true, false or not given? *Jason Pang thinks his customers are regular cinema-goers.*
5. Look at the article. How many synonyms can you see for the word 'film'?

Exercise 练习

你知道哪些电影类型？请完成下面五个句子。答案在下页。

1. I don't understand why people go to see _____ films. I hate being scared!
2. I'm a big fan of _____ films. Anything with aliens or spaceships in it, I'll go to it.
3. I don't know any men that like _____. I guess they're just not as romantic as women.
4. Not many _____ get produced anymore, which is a shame because I love cowboy movies!
5. It's a fantastic _____ movie with loads of car chases and explosions.

Answers and Glossary 答案与词汇

Quiz 小测验

1. When will Prima subscribers be able to watch new movies? On the day of their release.
2. Why is home cinema just a phrase for some film fans? Because they can't see brand new films, these customers don't think that home cinema compares to the real cinema.
3. Is this statement true, false or not given? *Jason Pang rejects the idea that Prima Cinema isn't good value.* True. He says that the cost to the consumer represents the production cost of supplying a secure system.
4. Is this statement true, false or not given? *Jason Pang thinks his customers are regular cinema-goers.* False. He says they don't go to their box office on a regular basis.
5. Look at the article. How many synonyms can you see for the word 'film'? Picture, movie and flick are all synonyms. 'Release' means a new film, album etc.

Exercise 练习

1. I don't understand why people go to see horror films. I hate being scared!
2. I'm a big fan of sci-fi / science fiction films. Anything with aliens or spaceships in it, I'll go to it.
3. I don't know any men that like romcoms. I guess they're just not as romantic as women.
4. Not many westerns get produced anymore, which is a shame because I love cowboy movies!
5. It's a fantastic action movie with loads of car chases and explosions.

Glossary 词汇表

release 新片或专辑发行	subscriber 用户
picture (口语) 影片	digital download 网上下载
home cinema 家庭影院	blockbuster 热门大片
romcom 浪漫情感电影	thriller 惊悚片
set-top box 机顶盒, 接受器	gigabyte 千兆
high-end 高端的	home theatre setup 家庭影院设备
venture 商业经营项目	multiplex 多银幕电影院
to catch a flick (口语) 看电影	box office 票房

