



Build it and they shall come...by boat, of course. 8,500 competitors, 100,000 spectators come for the sailing, to enjoy the parties and live entertainment, and to experience the atmosphere of UK's 180-year old sailing regatta, Cowes Week 2011.

This year an 80 sq m LED screen on Cowes Esplanade faced out to sea for an inaugural open water cinema experience. And, by public voting, the film they wanted to see was: *Master and Commander*.

Hundreds of boats dropped anchor to enjoy the from-the-sea showing of *Master and Commander*. Cowes Radio transmitted the audio for the film was with small radios distributed to the on-board movie watchers in the boats.

The 80 sq m screen, erected by **Big Screen Media**, weighed in at 4.5 tons, required 90 modular panels, appropriate structural support and the expertise of a structural engineer.

Big Screen Media also supplied four large LED screens for Cowes Yacht Haven, Shepards Wharf, and The Parade. These screens were linked to sister company TKZ Media's network of iZonescreens and a large number of other screens at key venues around Cowes and East

Cowes.

For the first time ever, the official dedicated broadcast channel for Aberdeen Asset Management Cowes Week, EventTV, was distributed across this network of 40+ screens showing live footage of race results, daily highlights, news, and shore-side information.

Watch [Slideshow of the Construction of the Sail-in Cinema](#)

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