

Case Study

CUSTOMER:

Headquartered in Oak Park, Michigan, MJR Digital Cinemas is Metro Detroit's oldest and largest locally-owned theatre chain. The company employs 630 people at its eight theatres located in Adrian, Brighton, Chesterfield, Clinton Township, Sterling Heights, Southgate, Waterford and Westland. MJR Digital Cinemas offers superior digital sound and digital high-definition movie projection along with stadium seating in all of its theatres.

NEEDS:

Founded in 1980 MJR Waterford Digital Cinema's exterior and interior lighting was in need of a makeover. MJR needed a lighting analysis to help them understand their lighting needs. Kimberly Lighting LLC did a complete energy analysis which identified that a substantial amount of energy could be saved annually. By changing out to LED lighting, not only would the facility become more esthetically appealing to consumers but would help MJR save hundreds on their monthly energy bills.

SOLUTION:

Kimberly Lighting, LLC replaced all exterior fixtures consisting of 1000W metal halides to 250W LED. These products alone saved over 118,000 kWh. The interior lighting in the cinema hall ways, kitchen, offices, entrance and concession stands were also replaced resulting in \$25,685.00 per year in energy savings. Factoring in labor and maintenance costs MJR Waterford Digital Cinema will be saving an estimated \$31,946 annually.



Annual Savings	Est. Amount
Energy Costs	\$31,946
kWh Saved Per Year	427,164
CO2 Emissions (lbs.)	572,827
Acres of Trees Saved	1.40

Life Savings	Est. Amount
kWh Saved Over Life	4,876,300
CO2 Emissions (lbs.)	6,539,118
Acres of Trees Saved	15.95

