

## **Descriptive Video Service at the Movies**

Descriptive Video Service for the blind may be found at the following AMC movie theaters in the St. Louis metropolitan area.

AMC West Olive 16 Cinema

12657 Olive Street

Creve Coeur, MO 63141

(314) 205-9800

AMC Chesterfield 14 Cinema

291 Chesterfield Mall

Chesterfield, MO 63017

(636) 532-7326, extension 0

AMC Creve Coeur 12 Cinema

10465 Olive Boulevard

Creve Coeur, MO 63141

(314) 994-0946

AMC Showplace 12 Cinema

6633 Center Grove Road

Edwardsville, IL 62025

(618) 659-7479

Nearly all screening rooms in each of these four theaters are equipped with this adaptive technology. To verify showtimes and to double-check the availability of Descriptive Video Service, please call the customer service numbers provided above. For blind individuals who may be traveling independently, the West Olive 16 cinema, Creve Coeur 12 cinema, and

Showplace 12 Cinema will provide the most ideal setting, for cab and bus services will be able to pull directly up to the main entrance, and the individual will avoid having to first navigate through a large mall in order to reach the theater. Each cinema possesses an ample supply of well-maintained wireless headsets for this service which may be picked up free of charge from the customer service desk, located immediately inside the main entrance. Be sure to check that they are the headsets for Descriptive Video Service (for the blind) and not the headsets used for audio enhancement (for the hearing impaired). Please also note that Descriptive Video Service is not provided for the previews of coming attractions. Therefore, technical mishaps, though rare, will not be easily detectable until the feature presentation itself has officially started. The staff attendants at customer service should be able to confirm whether the headset has been fully charged, minimizing chances of technical difficulties.

For those who have never experienced Descriptive Video Service before, these professionally recorded audio descriptions, created by the WGBH Media Access Group in Boston, Massachusetts, are designed to immerse the listener in a wide variety of visual components featured in mainstream movies. This adds an invaluable component to a blind individual's cinematic experience, allowing the listener to take in the scenery, visual design, actions, screen credits, and unique cinematography of the movie. Additionally, as more and more films are released in a 3D format, WGBH has increasingly incorporated descriptions of these optical illusions into their scripts, always striving to assist the listener in experiencing the motion picture to its fullest potential. Furthermore, the descriptions have been painstakingly synchronized with the film so that the descriptions do not compete with dialogue or the overall fluidity of the film.

