

Digital Cinema

Sharing the digital experience



// We are very impressed by Barco's long-term commitment to the global digital cinema market and its proven product quality as well as its excellent customers support.

Chief Executive Officer of GDC Technology



A global vision on digital cinema



Wim Buyens - Worldwide VP Digital Cinema

People make the difference

Barco is an innovator. Our R&D people make it their goal to be the first with new and reliable technologies. Today, Barco's digital cinema projectors have been chosen by some of the world's leading and most demanding theaters, hereby proving that our digital cinema projectors are without equal in the market for both performance and total cost of ownership. With the addition of the new DP-1200, today Barco presents a complete family of digital projectors, offering a tailor-made solution at everyone's desire, budget and for every screen size. Hereby I would like to thank our customers for their loyalty and support.



Tim Sinnaeve - DC Sales Director, EMEA

Market leadership

The added value of Barco's market leadership is reflected not only in our groundbreaking technology and products, but also in our customer support and the commitment and integrity of our staff. Our reach is international, yet we operate locally. Our sales and support representatives are dotted around the globe to provide fast response times and to address our customers' local wishes. What I like is how we can help the customer in creating the future of digital cinema, thus creating additional revenues. I am thinking of 3D, alternative content, gaming, ...

Superior customer support

Todd Hoddick - VP Digital Cinema, America

Barco is not only known for the excellent quality of its products, but also superior customer support is one of our key priorities. Customer care has always been a very essential point of attention for Barco, and it will further continue to be so in the future. Every day our people are working to give you the ultimate customer experience. Just have a look at our new digital cinema training centers, and you will notice that we take customer support very serious.

Barco's commitment to you

Barco continues to grow its leading global market share by offering cost-competitive digital cinema projector solutions, based on high product reliability and ease of use through superior customer support.



Ignace Rombaut & Raf Rentmeesters - R&D and Product Management

Innovation

Barco's Digital Cinema business unit is part of the larger Barco group, which is setting the pace in the world of visualization. Barco's legacy of innovation is the key factor in our success and one of the decisive reasons for selecting Barco solutions. Our product leadership is centered on 3 strategic pillars: Uptime, Ease-of-use and Cost of ownership. Barco's continuous focus on innovation is done with a maximal customer value in mind.



Danny Van Hoof - Quality Director

High product reliability

Quality and product reliability are strategic priorities at Barco, throughout all levels of the organization. All of our projectors and software applications are designed and manufactured to the highest standards in this challenging and changing market. To ensure that our quality procedures are not just hollow statements, Barco has documented its quality process into a Quality Manual which is regularly subjected to a third party assessment.



Phil Chen - Sales Director China

A global leader

With installations in over 30 countries around the globe today, Barco has taken a strong position in the digital cinema market. Barco's truly global presence results not only in strong market shares in Europe and the US, but also in a significant presence in Asia. Being the first digital cinema supplier in China, we are proud of our local digital cinema infrastructure in this dominant market.



// Digital cinema is a significant evolution in the entertainment industry, and with any change of this magnitude, we need to invest time and care in the people who run the technology, ensuring that they get the most out of Barco's solutions for their business.



// Barco's DP-3000
digital cinema
projector delivers
world-class picture-
perfect 3D images.

Ian Calderon,
Director of Digital Initiatives

A bright future for digital cinema



3D

Digital production systems have made it much cheaper to shoot in 3D, making a lot of people consider giving it a go.

3D is going to grow exponentially over the next few years. The number of cinema screens worldwide capable of showing 3D movies has grown from 98 in 2005 to more than 1,300 at the end of 2007 and is predicted to rise over 6,000 by 2009.

According to recent studies, audiences are prepared to pay more to watch 3D movies for in the movie theaters. The per-screen average take is up to three times that of a regular movie. Today we can state that 3D digital cinema is helping to give people a reason to go back to the cinema. It differentiates cinema from home entertainment, and brings the magic back to the theaters.”

Alternative content

Theaters have experimented with alternative content for many years. Thanks to digital cinema, the technology needed to show live broadcasts and other nonmovie content is finally accessible and reliable enough to make it a realistic feature.

This opens the multiplex up to a brand new audience. Thanks to alternative content options, cinemas can be used for sports and cultural events, business seminars, games, etc, offering the multiplex new markets for extra income revenue.

Barco's DP Series: six reasons why

Barco has developed a complete DP series family offering a custom-made solution at everyone's desire and for every screen size.

1 Uptime

In the digital cinema environment, clearly, downtime and revenue are mutually exclusive. Barco's solution is a modular design in which every core component is swappable via side access. This unique feature lowers the downtime and improves the overall service turnaround times. Though DLP Cinema technology is extremely reliable, Barco has enhanced the engine lifetime even more through a controlled and stabilized chip temperature. Our customers' revenue streams are also protected by Barco's power supply redundancy.

2 Cost of ownership

With the introduction of the DP-1200, Barco has completed its DP family and now offers cost-effective solutions for all screen sizes. Barco's lamp solution, available at all major lamp manufacturers, results in a more efficient system with a minimal lamp operating cost. To further lower the total cost of ownership, Barco came up with a modular design for its DP series in which every core component is swappable. This unique feature maximizes the uptime and improves the overall service turnaround times. Our other moneysaving traits are Barco's single lens solution, the low ventilation requirement and the maintenance-free sealed engine.

3 Ease of use

From an operational point of view, all DP's are very easy to handle. The lightweight 0.98 inch plug and play DP's are very easy to install. Thanks to the modular design, operator-swappable lamps, the large communality of spares between the different DP models and the common user interface, manipulation handling time is greatly reduced. Finally, with the user friendly communicator software, everyone can enjoy the Barco DP-series with a minimal amount of training and a maximal result.

4 Product leadership

Being the first projector manufacturer to implement the innovative 0.98 inch DC2K TI technology, the first to make a projector as bright as 30k lm, ..., Barco has proven over the past years to always be at the forefront of new technologies. We have a strong commitment towards all our customers to inform them about new technological possibilities and thereby help them in being the best in what they do.

5 Image quality

Each Barco DP series projector is designed around a sealed engine, which effectively immunizes the system's optical path against contamination by dirt and dust. By employing a sealed engine, blurring and dark spots are eliminated on screen – thus providing stable and superior image quality over time. The image you see upon first installation – is the same image you see with each subsequent projection.

6 Remote Monitoring & Control

The need to monitor equipment in a contemporary networked environment is critical to your design and cost of operation – not only for statistical tracking, but for error reporting and fault analysis. Barco's Communicator Software offers an SNMP (Simple Network Management Protocol) V3 agent that can monitor your facility's projectors – locally or remotely. The reports can be issued to the customer, integrator, or to the NOC (Network Operations Center).

// **NEW**

**DP-1200 - Custom-
made for small venues**

The DP-1200 is the latest addition to Barco's 0.98 inch DP family. With this 0.98 inch DLP Cinema Chip from Texas Instruments, the DP-1200 is the perfect projector for small venues. With this projector, even the smallest cinemas now have access to digital cinema, at an affordable price.



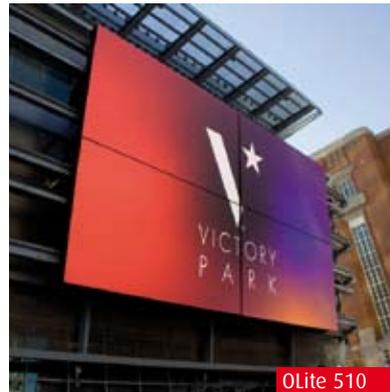
More than just a one trick pony

Inform. Advertise.
Indoor or outdoor. Barco has a solution.

Barco is a recognized world leader in advanced projection and LED display solutions targeted at the Media & Entertainment industry. The company not only is a world leader in digital cinema, but also has tailor-made solutions for professional markets ranging from large-scale entertainment or corporate events, to installations at entertainment sites and sport venues to branding at company headquarters.

You would like to inform your visitors of upcoming events, or you would like to have the name of your theater in LED on the wall? Advertising? We can help you.

Think further. Think Barco.





Barco nv - Media & Entertainment Division

Noordlaan 5, 8520 Kuurne, Belgium
T +32 56 36 80 47 - F +32 56 36 83 86
email: sales.digitalcinema@barco.com

11101 Trade Center Drive,
Rancho Cordova, CA 95670, USA
T +1 916 859 2500 - F +1 916 859 2515

P.R. China
No. 16 Changsheng road,
Changping district, Beijing, 102200
T +86 10 8010 1166 - F +86 10 8010 5835

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