

Barco press release

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For immediate release

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Barco awarded major LED contracts in Chongqing, China

Kortrijk, Belgium, 6 June 2005 – Following the contract win for the LED display solutions at Nanjing Olympic Center in early May, Barco Media & Entertainment is proud to announce that it has been awarded two more major contracts in Chongqing, China's largest city located in Southwest China. Barco will install state-of-the-art outdoor LED display solutions for the Chongqing International Convention & Exhibition Center and for the Chongqing Dahe Advertising Co. Ltd respectively. The above contracts mark significant milestones in Barco's market capitalization of the growing Chinese market - a strategically important market for Barco's development within the Asia Pacific region. The total value of the two abovementioned Chongqing contracts is approximately € 1.5 Million.

"I think the signing of these two contracts is a timely reflection of the rapid economic development of the western region in China, which has demonstrated an increased need for high-end facilities associated with the construction of social infrastructure, including large LED displays." Said Marco Bruines, Vice-President of Barco Media China. "The installation of these two LED displays serves the purposes of public buildings and facilities, whereas the LED display at Nanjing Olympic Center enhances one of China's foremost sporting venues. All of the above achievements showcase the comprehensive development of social infrastructure and public facilities for the good of the general public in China."

For the Chongqing International Convention & Exhibition Center contract, Barco will install an outdoor LED screen, SLite 14, with a total area of almost 73 square meters for the convention center, which will be the venue for the upcoming Asian and Pacific Mayors' Conference, which will host approximately 150 mayors from various countries and regions in the Asia Pacific region.

For the Chongqing Dahe Advertising Co. Ltd. contract Barco will install an outdoor LED screen, SLite 10, on the Liberation Monument Square in downtown Chongqing. This LED screen, with a total area of 99 square meters, is designed to serve as an out-of-home billboard for advertising purposes under the management of Chongqing Dahe Advertising Co. Ltd. In addition, Barco will also provide the hardware and software for the control room, which forms the command centre of the installation. The tailor-made hardware/software solution enables a greatly enhanced performance of both displays. It provides opportunities for advertisers to show broadcast-quality advertising on the displays.

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About Chongqing International Convention & Exhibition Center:

With a total area of over 230,000 square meters and a total investment volume of 1500 Million RMB Yuan (approximately 145 Million Euro), the center will be completed in July, 2005 to embrace conventioners and exhibitors from various countries and regions. The upcoming Asian Pacific Region Mayors' Convention will be held here, hosting 150 mayors from the APAC region.

Barco Media & Entertainment, a division of Barco, provides specialized visualization solutions targeted at the needs of the Media & Entertainment industries. It counts names such as U2, Louis Vuitton, Madonna, Clearchannel Spectacolor and Daimler Chrysler as well as installations for Merrill Lynch, Sky TV, Kinopolis, China Film Group, Bank of America, Deutsche Bank, Reliant Park Stadium (USA) and Wembley Stadium amongst some of its key references.

For more information on our latest products, please visit www.media.barco.com

About Barco

Barco, an international company headquartered in Kortrijk, Belgium, provides visualization and display solutions for professional markets. Barco designs and develops solutions for large screen visualization, display solutions for life-critical applications, and systems for visual inspection. Barco is active worldwide and has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco is quoted on Euronext Brussels and is a BEL 20 and a Next 150 company (Euronext: BAR; Reuters: BARbt.BR; Bloomberg: BAR BB).

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