

# Press release

---

Date: 22 July 2009  
For immediate release

Name: JP Tanghe  
Title: Vice President Barco n.v.,  
President Corporate Communication & Investor Relations  
Tel: +32 56 26 23 22  
E-mail: [jp.tanghe@barco.com](mailto:jp.tanghe@barco.com)

Name: Inge Govaerts  
Title: Corporate Public Relations Manager  
Tel: +32 56 36 80 52  
E-mail: [inge.govaerts@barco.com](mailto:inge.govaerts@barco.com)

## Barco's 1,000<sup>th</sup> digital cinema projector installation confirms leading market position in China

Kuurne, Belgium, 22 July 2009. Barco, a global leader in digital cinema technology, is proud to announce that it has completed its 1,000<sup>th</sup> digital cinema projector installation in China. This again confirms Barco's solid position in the Asian Pacific digital cinema market in general, and China in particular where the company has a market share of more than 80%.

Ever since the beginning of digital cinema in China, Barco has been working closely together with GDC Technology to provide one-stop digital cinema solutions to exhibitors. Since the announcement of the partnership in March 2007, both companies have worked on a number of successful deals and will continue to do so in the future. Only recently, major deals with prime exhibitors like Jinyi, Hengdian and the China Film Group were announced for a total of more than 200 digital cinema projectors.

"China is one of the fastest growing cinema markets in the world and Barco is proud to be part of its transition to digital," comments Frank Christiaens, Barco's President Greater China. "Barco has a long term commitment towards the digital cinema market and has made severe efforts towards the China market. We very much value our existing partnerships and our customers' confidence in Barco digital cinema projectors."

"China has always been at the forefront in digital innovation. Already in 2006, Barco signed a historic deal with Dadi Digital Cinemas and we have a market share of more than 80% in China", says Alain Solomon, VP of Barco's Digital Cinema business. "Our Chinese customers especially value our reliability and low total cost of ownership, resulting from the modular design and use of standard lamps in our projector design."

Barco's digital cinema projectors are based on the pioneering DLP Cinema® technology from Texas Instruments, guaranteeing perfect reproduction of cinema content time and time again, ensuring moviegoers enjoy the highest quality film experience with consistent picture brightness, contrast and vibrant colors.

### *About Barco*

*Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific.*

*Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with about 3300 employees worldwide. Barco posted sales of 725 million euro in 2008.*

© Copyright 2009 by Barco - May be reproduced by professional press only



