

# Press release

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Name: Sophie Hautekeete

Title: Public Relations EMEA

Tel: +32 56 36 8059

Email: [sophie.hautekeete@barco.com](mailto:sophie.hautekeete@barco.com)

## Barco showcases high brightness 3D projection at Cinema Expo

Kuurne, Belgium, 19 June 2009 - Recognizing the enormous appeal of 3D cinema to theater owners and moviegoers, digital cinema pioneer Barco will showcase the industry's brightest projectors at Cinema Expo International, Amsterdam.

In the second half of 2009 blockbusters like 'Ice Age3', 'Avatar', 'Planet 51', 'Toy Story' and 'A Christmas Carol' will be released in 3D. Studios and audiences are clearly embracing 3D, as box office numbers of recent 3D premieres like 'Up' and 'Monsters vs Aliens' confirm. Based on Texas Instruments' DLP Cinema® technology, Barco's range of high bright digital cinema projectors ensure exhibitors a premium viewing experience and additional revenues.

"Brightness is one of the crucial elements when projecting 3D," explains Wim Buyens, VP business development Digital Cinema at Barco. "More than 80% of light output gets lost when projecting 3D, making it very hard to project 3D on screens of more than 40ft wide. That's why we are cooperating with industry leaders like RealD, Dolby, XpanD and Master Image to continuously optimize 3D performance. Recently Dolby and Barco introduced their 3D large screen solution, featuring a dual-stack ultra high-bright Barco DP-3000 projector."

Raf Rentmeesters, Product Manager Digital Cinema at Barco continues: "Image resolution is a second major influencer when projecting 3D. Our DP-2000 projector, the most cost-effective in the industry, delivers full 2K resolution in 3D mode, presenting owners and viewers with the highest possible 3D resolution today. It has the highest light efficiency on the 0.98" platform and was selected by Disney for their 'A Christmas Carol' train tour."

"Barco has been working with 3D projection for more than twenty years," stresses Wim Buyens. "Back in the eighties we introduced the first ever 3D dual-stack projector setup based on CRT technology and we are very proud that we are still setting the 3D pace today."

Barco will showcase its product range and 3D offering at the upcoming Cinema Expo International exhibition, from 22 until 25 June in Amsterdam, the Netherlands.

### *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.*

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