

Press release

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For immediate release

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The Empire, London, UK, premieres Jonas Brothers in 3D with Barco

Kuurne, Belgium, 3 June 2009. Barco, a global leader in digital cinema projection technology, is proud to announce that Empire cinemas have chosen Barco's digital cinema projectors for their Premier screen in 'The Empire', Leicester Square, one of the most prestigious theatres in London. The Empire is the first venue in Europe with the new Dolby 3D large screen solution utilizing Barco digital cinema projectors.

For their main screen, the largest in Leicester Square, Empire cinemas have chosen to install a Barco dual projector solution for 3D cinema. Thanks to this new technology announced by Barco and Dolby, 3D is now available for large screens. This 3D setup has been used to premiere "*Jonas Brothers: The 3D Concert Experience*" to a UK audience.

Dolby 3D for large screens is now available and compatible with all of Barco's digital cinema projectors. For The Empire, the technology has been combined with dual stacked DP-3000's, Barco's ultra-bright digital cinema projectors. Thanks to this, The Empire is one of the first European theatres to offer Dolby 3D on an 18 meter wide screen.

"We are proud to have been selected by Empire Cinema for this prime location. They are one of the first of what we expect to be many Barco 3D large screen installations in Europe," says Wim Buyens, VP of Barco's digital cinema business. "This new technology delivers the brightest 3D images on the market today, making 3D possible for all large screens."

Guy Hawley, Senior Director, Cinema Sales Dolby, adds, "We are delighted to be working with Barco to provide 3D even for large screens. Without this partnership, the 3D installation at Empire's largest screen would not have been possible."

All of 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, and ensuring that 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.

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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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