

Press release

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Dolby and Barco premiere Ice Age 3: Dawn of the dinosaurs in 3D

Kuurne, Belgium, 23 June 2009. Barco, a global leader in digital cinema technology, is pleased to announce the 3D premiere of *Ice Age 3: Dawn of the dinosaurs*. On Tuesday 23 June, Cinema Expo International visitors in the RAI Amsterdam will see the new adventures of Manny and his friends on a Barco twin projector setup with Dolby® 3D for large screens.

This summer the Ice Age crew is going for its third adventure. The first 3D Ice Age movie will have its premiere on Tuesday 23 June, during the Cinema Expo International convention and trade show in Amsterdam. For this occasion, Barco delivers two DP-3000 ultra bright digital cinema projectors with a Dolby 3D solution for large screens, provided by Dolby Laboratories, Inc. (NYSE:DLB).

The Dolby 3D large screen solution combined with Barco's digital cinema twin-projector allows exhibitors to project 3D onto standard, non-silver screens ranging from 12.5 to 21 meters, surpassing the previous size limit of 12 meters. This solution is ideal for the RAI auditorium, which has a 16.5 meter wide screen.

"With the growing number of 3D releases and increasing consumer interest in 3D movies, it is even more important for exhibitors to be able to show 3D movies on their largest screens, says Page Haun, Senior Director of Cinema Marketing, Dolby Laboratories. "The new Dolby 3D for large screens in combination with Barco's digital cinema projectors provides a premium viewing experience for everyone in the audience. We know a lot of work has gone into making *Ice Age: Dawn of the Dinosaurs* a compelling 3D experience and Dolby is proud to part of the global premiere at Cinema Expo."

"Ice Age movies have attracted millions of fans around the world and we expect no less of the third one," says Alain Solomon, VP of Barco's digital cinema business. "Thanks to the new 3D for large screens technology by Dolby and Barco, Ice Age 3 will be premiered with superb brightness and color, engaging movie goes in the adventures of Manny and his friends like never before."

Wim Buyens, VP business development of Barco's digital cinema business unit, adds "3D opens a whole new world of opportunities in digital cinema. Building on the field-proven DLP Cinema® technology from Texas Instruments, we are pleased to offer moviegoers the highest resolution and brightest images possible, ensuring a superb 3D experience."

Cinema Expo International is the largest and longest running event dedicated to the European cinema exhibition and distribution communities. Now running its 18th edition, the trade show attracts over 1,300 motion picture industry professionals from across Europe every year.

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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.

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