

# Barco press release

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Date: 25 August 2009  
For immediate release

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## Barco installs collaborative visualization at Electrolux

**Kuurne, Belgium, 25 August 2009 - Barco, a world leader in visualization for design and collaboration purposes, recently completed a two-part installation for household appliance manufacturer Electrolux in its Southern European headquarters. The Barco display systems consist of two single-projector, ultra-high resolution display walls. One is an active 3D stereo display system, while the other offers a native 10 megapixel resolution. Both systems are used for design review and collaborative team work.**

Electrolux is a leading manufacturer of both professional and home appliances. It is known under various other brand names across the world as well, such as AEG, Zanussi and Frigidaire. To drive down design costs, Electrolux realized that 3D stereo and ultra-high resolution offered a viable alternative to expensive real-life prototyping. To be able to do this in its Southern European headquarters, Electrolux needed the right display technology.

Together with integrator Cadland, Electrolux selected Barco. "We were familiar with Barco's high standard in image quality," explains Thomas Johansson, Design Director for Major Appliances Europe at Electrolux, "but what they offered went beyond these expectations. Their proposed systems were cost-effective and space-efficient, yet offered the best in terms of resolution and versatility."

Barco designed and installed two systems at Electrolux. One is a 5 m wide CADWall driven by a single active 3D stereo Barco projector. This three-chip DLP, 12,000 lumens projector has a native 1080p HD resolution that can project any mix of 2D and 3D sources simultaneously. Thanks to its compatibility with Barco's XDS collaboration software, engineers can display and cross-analyze all design content they need in a Windows desktop environment.

The second CADWall, with a 3.4 m wide screen, is powered by Barco's native 10 megapixel projector. Based on liquid crystal on silicon (LCoS) technology, it offers the extremely high contrast ratio and color quality needed to display picture-perfect design content that looks as real as possible.

"Thanks to Barco's display technology and collaboration software, we're able to kill two birds with one stone," explains Mr. Johansson, "On the one hand, they offer the sense of realism needed to accurately predict the look and feel of our products – in 3D as well as 2D. On the other hand, their XDS software makes it extremely easy for our teams to improve their collaboration and speed up decision-making."

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

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