

Barco Press Release

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For immediate release

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Barco indoor LED display awarded at BIRTV broadcast and film exhibition

Beijing, China, 25 August 2005 – Barco, a world leader in visualization, is pleased to announce that it has won the BIRTV Product Award for its ILITE 6 indoor LED display solution. Barco's LED solution is the only LED product awarded at this year's Beijing International Radio, TV & Film Equipment Exhibition.

BIRTV committee and CCTV Contemporary TV Technology organize this award every year. Members of the judging committee of BIRTV Product, Technology, and Application Project Awards are senior experts and experienced insiders in broadcast and film industry in China, evaluating products in the industry with the most professional eyes, thus making BIRTV awards into the most authoritative awards in this field.

The BIRTV Product Award acknowledges Barco's commitment to the broadcast industry. Barco has developed and installed total solutions specifically for this market, including not only indoor & outdoor LED displays and creative LED applications, but also LCD displays and video processing & control systems. With state-of-art image quality, high brightness and color uniformity, the awarded ILITE 6 is well-suited for TV studios and broadcasting applications, as well as other applications including digital signage, advertising, corporate video walls and retail shops. At BIRTV Barco displays a curved screen, fascia and a big ILITE 6 screen at its booth. Furthermore Barco also sponsors a big outdoor LED screen at the entrance of China Film Group for the Digital Film Seminar.

"In the booth design we simulate a TV studio and give the audience an idea of how Barco can help the industry with more creative displays," says Marco Bruines, VP of Barco Media China. "The award for ILITE 6 at BIRTV shows that Chinese experts in the broadcast industry are getting to realize the value of LED, and we believe the market will accept it very soon. Barco is ready to share its high-end technology and solutions with Chinese broadcast customers. We will continuously pay attention to the customers' needs, seek further improvement, and serve the customers to their utmost satisfaction."

World famous TV stations like ESPN, Fuji TV, and KUTV have already used Barco LED and gave very positive feedback. Barco installations in the Chinese broadcast industry include Qingdao TV and Zhuhai TV.

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Barco Media & Entertainment, a division of Barco, provides specialized visualization solutions targeted at the needs of the Media & Entertainment industries. It counts names such as U2, Louis Vuitton, Madonna, Clearchannel Spectacolor and Daimler Chrysler as well as installations for Merrill Lynch, Sky TV, Kinopolis, China Film Group, Bank of America, Deutsche Bank, Reliant Park Stadium (USA) and Wembley Stadium amongst some of its key references.

About Barco

Barco, an international company headquartered in Kortrijk, Belgium, provides visualization and display solutions for professional markets. Barco designs and develops solutions for large screen visualization, display solutions for life-critical applications, and systems for visual inspection. Barco is active worldwide and has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco is quoted on Euronext Brussels and is a BEL 20 and a Next 150 company (Euronext: BAR; Reuters: BARbt.BR; Bloomberg: BAR BB).

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