

Barco press release

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For immediate release

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Barco Exclusive Technology Partner for the 7th Annual CLIO Ad-China Show

Shanghai, China – 13 September, 2005 – Barco is proud to have been selected as the Exclusive Technology Partner for the 7th Annual CLIO Advertising Awards China show.

For this event, Barco, as the technology leader in advanced visualization solutions, teamed up with the world's leading advertisers. The winning advertising works were demonstrated on Barco's SLM and iQ projectors and LCD displays. The event took place in the H-Space of the ShanghaiART Gallery and was attended by more than 200 creative professionals from all major local and international advertising agencies and related press.

The advertising industry in China is set to become the world's 2nd largest advertising market by 2008 and is seen as the biggest potential growth market for advertisers worldwide. It is a good indication of Barco's leading position in the visualization industry that such a demanding industry selects Barco to show the quality of their best works.

"The trend we see in the visualization industry towards more creative solutions is in line with the requirements of the advertising world. To reach their consumers, advertisers have to differentiate themselves without compromising on quality, and that is what Barco enables in a very unique and creative way", according to Frank Christiaens, Managing Director, Barco China.

Founded in 1959 in America to celebrate creative excellence in advertising, CLIO inspires and plays tribute to one of the most interesting and influential art forms in modern culture. It is one of the most recognized international awards programs and attracted nearly 18,500 entries from 65 countries. The CLIO Awards mission in China is to bring the advertising community together and establish a "talent pool" as a benchmark for new standards of creativity.

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“CLIO is happy to partner with Barco because Barco is the proven technology leader in the visualization industry. This match of the leading advertisers with the leading visualization innovator will benefit our Chinese audience who will have the opportunity to view the best advertising creations on the best available technology.” said Ami Brophy, Executive Director of CLIO Awards.

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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