Company overview
Hear the thundering applause of a crowd at a rock concert. Taste the fear on the movie screen. Feel safe in the city’s biggest public transport hub. Smell the scent of flowers, trees and grass in a virtual garden. See in your x-ray that you’re still in perfect health. **Barco is much closer to you than you may think. Our visualization guarantees your safety, enhances your comfort, and sparks your imagination.**
"Video is the most powerful tool you can have on stage. But we needed a very extreme change of canvas to be heard. The transformable LED gave us the chance to create a transparent, 360° moving video element, unprecedented in this industry. It is the icing on the cake of this design."

Willie Williams
U2 show designer

Setting the scene for more than 2,500 gigs and shows every year

To create unforgettable experiences, the best performers and the greatest events in the world continually try to exceed their audiences’ expectations. In the course of 2009 alone, stage designers and artists employed Barco’s large-screen and professional lighting technology in more than 2,500 gigs — thrilling audiences with stunning and remarkable visuals. Some of the world’s greatest bands that toured with Barco equipment in live performances include U2, Depeche Mode, George Michael, The Prodigy, Coldplay, Amy Winehouse, Basement Jaxx, Bloc Party, Fleetwood Mac, Snow Patrol and Underworld.
Fans sitting on each other’s back, fashion lovers reaching out to the catwalk, car addicts standing shoulder to shoulder – they are all anxious to catch a glimpse of what’s on stage. Artists, designers and corporations who turn to digital signage are sure to add a creative touch to the crowds’ excitement.

Barco offers top-of-the-line visualization equipment to rental and staging companies all over the world. Barco’s product range includes pace-setting products like its ground-breaking transformable LEDs and digital moving luminaires. It further offers various other types of LED displays, projectors, digital lighting and image processing. Together, this range of products comprises a complete rental range of display solutions for indoor and outdoor events.
“I’ve done 35 years of projects, and this is truly unique. Barco’s LED wall made it possible to create a photo-realistic screen in a close-to-daylight environment.”

David Niles
founder of the Niles Creative Group

Serving the world’s biggest brands in over 50 capitals

In more and more cities, digital billboards are becoming eye-catching attractions, and are used for advertising by the world’s biggest household brands. In many of these metropolitan centers, Barco technology lights up the busiest squares and parks. Major cities that boast Barco displays include London, Paris, Sydney, New Delhi, Athens, Beijing, Zürich, Barcelona, Dallas, Amsterdam, Toronto, New York, Dubai, Istanbul, Shanghai, Brussels, Moscow, Prague, Madrid and Caracas.
There’s no better time to reach customers than when they are open to your message – when they are shopping, when going out or when watching live sports. Whether you want to announce product specials, share news stories or show eye-catching brand building messages, digital signage delivers your message where it matters. In-store media networks and remotely-controlled digital billboards allow reaching customers at places and times when they have an eye for you.

Barco’s networked LED and LCD signage is used by the world’s leading brands to maximize their visibility. From large-screen displays in shopping malls and giant branding media in corporate headquarters, digital commercial and scoreboard LED displays at sports venues, to digital advertising on high-impact locations, Barco solutions bring your content to life and do justice to your brand’s reputation.
“We were thrilled to use state-of-the-art digital projectors from Barco, and the latest 3D technology from Dolby Laboratories to showcase incredible scenes from “Disney’s A Christmas Carol”. This allowed us to present images from the film in the best possible way.”

Lylle Breier
Senior Vice President of Worldwide Special Events for Walt Disney Studios Motion Pictures

Enchanting 10 million moviegoers every day

With rollout programs covering over 10,000 cinemas worldwide, Barco is at the forefront of the digital revolution in theaters. Every day, Barco’s projection technology makes more than one million viewers’ cinema experience unforgettable. Barco enjoys strategic customer relationships with leading companies such as Arts Alliance Media, Cinemecanica, DCL, Kinoton, XDC and Ymagis, as well as thriving partnerships with first-class cinema groups such as China Film Group, Cinedigm, Cinemark and GDC. In addition, Barco occupies a special place in 3D cinema thanks to its extensive experience in that field since the mid-‘80s.
Movies are all about evoking emotions. For people to get caught up in the emotions of the movie, image quality and detail are of prime importance.

Barco’s digital cinema solutions open up a new world of theatrical, advertising and business opportunities. From digital mastering to premier quality feature film screenings, from business and sports presentations in the auditorium to advertising and information displays, Barco has the solution. Moreover, its pioneering technology is one of the few that enables a true 3D digital cinema experience, and it is also set to release the world’s first ‘Series 2’ DLP projectors, which helped Barco secure important partnerships all over the world.

Barco, a market leader with thousands of digital installations worldwide, enjoys strong relationships with industry leaders like Dolby Laboratories and Texas. Digital cinema projectors have been installed worldwide for Cinedigm and Cinemark in North America, Sathyam in India and GDC as well as Dadi Digital Cinemas in China.

[01] Locarno Film Festival 2009, Italy
[02] Cité de l’Espace, France
[03] Disney’s ‘A Christmas Carol’ Train Tour, United States
“Barco fosters collaboration and takes
decision-making to a higher level. The
video walls really help our people take
more informed, faster decisions and
intervene more effectively”

Dilip Rahulan
CEO Pacific Controls

Supporting security management
in more than 100 metropolitan centers

Using Barco equipment on a 24/7 basis, control room operators monitor security
data and camera feeds in more than 100 metropolitan hubs. Barco visualization
solutions not only keep important public places and financial centers safe, these
displays also help commuters, ships and airplanes reach their destinations in a
safe and timely manner. Among cities that use Barco technology are important
world capitals such as Vienna, Brussels, Beijing, Copenhagen, Santiago, Berlin,
Jakarta, Rome, Tokyo, Astana, Amsterdam, London and Washington D.C.
Information superiority and efficient collaboration are critical in operational decision-making. Intelligent sensors, camera images, powerful networks and real-time display technology allow presenting all key information at a glance. By combining and sharing information on-screen, operators get a deeper understanding and a clearer view of the situation they have to respond to.

Barco designs, manufactures and markets display solutions for operational decision-making for civil surveillance. Products include collaborative control rooms for 24/7 monitoring and response coordination, equipped with Barco-designed hardware as well as software.
“We chose Barco for their long-time experience in ruggedized imaging solutions, and the technical compliance of the console with our program needs. Moreover, Barco’s proven R&D track record and long-term support made them the obvious choice for a long-term partnership.”

Frederic Fontana
Product Manager at Thales Underwater Systems

Supporting land, sea and air forces in 250 programs worldwide

Barco visualization platforms are of critical importance to more than 250 defense programs throughout the world, whether land-, sea- or air-based. From field bases up to central command, Barco’s visualization solutions enhance mission effectiveness and bring critical sensor information to the operator. Some of the best-known platforms and key customers include Boxer, NLOS-Cannon prototypes, Merlin Helicopter MCSP, Watchkeeper, ARTHUR, Q70, UAE Navy, Italian Navy, NASA, NATO, US Coast Guard, ESA and Deutsche Bundeswehr.
Fast and on-the-spot decision-making is always critical in military operations, whether it is in missions on the field, or in command centers. For modern military personnel, the reliability of how information is visualized, the visualization hardware as well as the software, can make the difference in matters of life and death.

Next to full range of rugged displays, Barco offers video solutions, network-centric systems, large-screen visualization platforms that offer a common-operational-picture, deployable computers and command & control workstations which can be configured to provide a complete range of rugged COTS solutions.
Every day, over two billion people watch Barco display technology in action, as they tune in for their local or national news broadcasts. Television studios equipped with Barco visualization technology include China-based CCTV, with 1.2 billion viewers, India’s Network 18 with hundreds of millions of viewers, Al-Jazeera, with another 100 million viewers, and the 40 million people who watch BBC News every day. Other large broadcasters that use Barco technology are KBS and MBC, the top two television companies in South Korea, the United Arab Emirates’ Dubai TV and the international HBO in Asia.

“No other supplier could provide such a large video wall with a flexible layout, high graphics quality and the state-of-the-art processor and controller.”

Piyush Gupta,
General Manager – Operations
Network 18
The number of images that need to be simultaneously viewed and controlled in studios, master control centers, playout centers, uplink centers and downlink monitoring is increasing drastically. Barco helps operators in today’s broadcasting and distribution business identify potential problems and initiate responsive actions. In addition, Barco technology increasingly takes the center stage in live broadcast studios, with unfailing, bright video backdrops.

Barco’s rear-screen projection walls offer a total solution. They help broadcast and telecom professionals monitor a wide range of incoming signals from various sources. Barco’s networked visualization software helps them visualize multiple sources at the same time, distribute data and video efficiently across the facility, and keep track of everything at once much easier. Beyond the control room, Barco offers optimized display walls with LED, LCD or DLP technology as backdrop solutions in content-rich productions. In addition, Barco manufactures the world’s only true grade-1 LCD monitor for post-production.
“With Barco’s help, we are able to dramatically upgrade our monitoring process. Because all information is instantly available, our operators can interact immediately with all production and transport data, all the time.”

Mr. Qi Guocheng
CNPC Manager of Automation

Monitoring half of the world’s electricity transport

For many years, the energy, infrastructure and utilities sectors have been familiar with Barco’s visualization solutions. With Barco’s display systems installed in key areas of the oil and gas industry’s exploration, production, transport and storage segments, Barco counts some of the biggest companies among its customers, including Shell, BP, Saudi Aramco and Gazprom. Furthermore, our systems help monitor the distribution of over 15 trillion kW/h in countries such as China, Germany, the United States, Japan, Brazil, Russia and the United Kingdom. When it comes to energy, on a daily basis, Barco display technology plays a crucial role in providing power to over half of the world’s families.
In utilities and process control as well as the global oil and gas industry, a growing amount of information needs to be permanently analyzed, visualized and controlled. Providing operators and analysts with all key information at a glance is business critical. Real-time signals and information sources are displayed on giant screens simultaneously, in a networked environment that fosters better collaboration and quicker decision-making.

In electricity, water and oil & gas control centers, Barco visualizes all dynamic data to monitor the distribution network around the clock. In process control, Barco equipment collects and processes all data from the production site, resulting in total control of the manufacturing process, while in the oil and gas industry’s exploration and production segments, professionals rely on accurate, multi-source 3D visualization to analyze large amounts of geophysical data.
Throughout the world’s major economic regions, Barco’s visualization technology is indispensable to traffic and security centers. In and around cities such as New York, Oslo, Vienna, Washington D.C. and Hamburg, Barco display technology helps operators to better control traffic flows, respond quickly to crisis situations, and keep public transportation passengers well-informed. In this way, Barco helps over 2.5 billion commuters start and end their working days as efficiently as possible.

“The Barco video walls support us in improving communications between the different teams and taking better, faster decisions, as they provide a crystal-clear overview of the U-Bahn and bus situations.”

Rainer Schwentke,
Project Manager HOCHBAHN

Helping over 2.5 billion commuters get home safely every day
The ever increasing number of traffic movements often makes it hard for traffic controllers to detect conflicts, anticipate movements and calculate positions, while at the same time ensuring rapid and efficient handling. To keep a close eye on traffic, they rely on content-rich flat screens and video walls that display key information in real-time.

Barco is a recognized leader in the design, development and manufacturing of real-time graphics display systems. Its rear-projected video walls allow for real-time monitoring highlight potential congestion points and help coordinate emergency responses in road, rail and waterways traffic management centers worldwide. User-friendly Barco software also helps operators exchange crucial information quickly, both within the same facilities as well as in cross-agency contexts. With Barco’s networked visualization software, everyone has access to all sources they need. Next to this, the company markets a full range of air traffic management solutions, including its world renowned 2Kx2K LCD screens.
Throughout healthcare facilities all over the world, medical professionals use Barco’s market-leading medical display technology — day in and day out. Prime examples include the Dutch National Institute for Public Health and the Environment, China’s Shengjing Hospital, the Royal National Orthopedic Hospital in the United Kingdom, the Prince of Wales Hospital in Australia, St. Luke’s International Hospital in Japan, and Italy’s National Institute for Cancer Research.

“"The most important aspect of the solution is the excellent quality of the patient images. The Barco display guarantees excellent performance under high ambient light conditions.”

Dr. Prakash Punjabi,
Cardiac surgeon
Imperial College Hospital
Hammersmith, UK
In today’s filmless radiology department, medical professionals rely on digital technology to zoom in on images and patient information for efficient diagnostic reading. In addition, rapid, effective communication of medical data to clinicians has become increasingly important in medical imaging. But the exponential increases in image datasets have made medical imaging a complex and data-intensive environment. To visualize this complexity, Barco is now able to offer healthcare professionals a full portfolio of advanced display solutions from mobile point-of-care devices to modality, radiology, mammography, surgery and clinical review displays for viewing quality controlled DICOM images across the healthcare enterprise at the point-of-patient-care.

Barco is a worldwide leader in medical soft-copy display technology, including display controllers and Quality Assurance software. The company offers a full range of FDA-approved, quality-controlled, DICOM-compliant color and grayscale LCD display systems. To ensure that the image content that healthcare professionals view on screen is 100% reliable, Barco has designed dedicated solutions for key clinical settings. For example, within the radiology reading room, radiologists require superior image quality for diagnosis of grayscale, color, moving and static images, ultra-fast image rendering, automatic calibration and quality control and image uniformity. From acquisition to display, from image processing to quality assurance, Barco’s medical display solutions deliver the perfection patients deserve.
For vital research in the development of science and consumer electronics, Barco has always been a pioneer in large-scale 3D applications. All over the world, Barco’s 3D display systems can be found as collaborative hubs for automotive design, product prototyping, architectural simulation, climate research, medical projects and pharmaceutical projects. Barco visualization systems can even be found at the heart of planetariums and museums. Well-known Barco customers include General Motors, Miele, Shell, the European Space Agency, PSA, Ford, Lukoil, Electrolux, La Géode, the University of Milan and many others.

“Thanks to Barco, we have the sense of realism needed to accurately predict the look and feel of our products – in 3D as well as 2D. They’ve made it extremely easy for us to improve collaboration and speed up decision-making.”

Thomas Johansson, Design Director for Major Appliances Europe, Electrolux

Broadening the horizons of over 250 research centers
The car you drive, the building you work in, the airplane you fly, the kitchen you cook in, the stores you do your shopping and the washing machine that you use at home could all be designed with the aid of virtual reality. Realistic 3D models of products and places, or even of scientific data, aid engineers and researchers in improving their work and collaborating more efficiently.

Barco continuously keeps abreast of innovations in the world of virtual reality by offering dependable, high-quality and high-resolution display systems with a low total cost of ownership. Whether completely immersive rooms where users walk through 3D content, or curved display walls that can show multiple sources at the same time, Barco has the right 3D solution for any challenge.
100 types of aircraft use Barco displays every day

Every day, Barco’s cockpit and operator displays help pilots fly safely to their destinations. As a testament to the reliability and quality of Barco’s ruggedized displays, over 100 aircraft carry Barco technology on board. These include some of the world’s most famous helicopters and planes, such as the Airbus A380, Boeing 737, Dassault Falcon 900, Embraer ERJ-145, Lockheed Martin C-130, Douglas DC-8 and many types of Eurocopter. But there’s more. To hone the skills of pilots in a safe way, they often make use of Barco technology, too. Barco’s visualization forms the core part of many flight simulators across the world, and trains over 30% of all professional military pilots.

“The displays have the high-quality look and feel to echo the superior brand image of the PC-21, at a good through-life cost.”

Bruno Cervia
Head of Engineering New Projects
Pilatus Aircraft

Aerospace
Real-time imaging is becoming more and more important in aerospace applications. Pilots in the cockpit need to have a real-time overview of the outside world, enhanced with computer-generated data, to have the clearest vision possible. Pilots in training, on the other hand, need accurate, realistic simulation tools to prepare themselves for worst case scenarios as well as possible.

Developed for crucial flight applications, Barco’s cockpit display range includes video display units, smart display units, multi-purpose control display units, electronic flight instrument systems and electronic flight bags.
Geographical breakdown of sales

2009

- EMEA*: 44.4%
- Americas: 32.3%
- Asia-Pacific: 23.3%

(*) Europe, Middle East, Africa
Company profile

Barco, a global technology company, designs and develops visualization solutions for a variety of selected professional markets: medical imaging, media & entertainment, infrastructure & utilities, traffic & transportation, defense & security, education & training and corporate AV.

In these markets, Barco offers user-friendly imaging products that optimize productivity and business efficiency. Its innovative hard- and software solutions integrate all aspects of the imaging chain, from image acquisition and processing to image display and management. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, America and Asia-Pacific.

The company (NYSE Euronext Brussels: BAR) is active in more than 90 countries and employs 3,300 staff worldwide. In 2009, Barco posted sales of 638 million euro.

Geographical footprint

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Barco professionals can be found in all fields, from highly skilled assembly workers to experienced sales engineers. We offer our employees a wide range of continuous training programs. In this way, they can not only hone their skills, but attain the level of expertise our customers expect.

Because professionals choose professionals

Total number on 1 January 2010: 3,217

Database Corporate Associates per 31/12/2009
In line with this vision, Barco’s mission is to create value through the design and delivery of superior and user-friendly imaging solutions to selected professional markets on a global basis. Barco designs and manufactures innovative hard- and software visualization solutions, integrating all aspects of the imaging chain, from image acquisition and processing to image display and management. Global presence, technology leadership and wide experience in B2B markets guarantee customers pioneering visualization that will optimize their productivity and business efficiency. Integrating the latest technologies, these “visual value” solutions answer specific customer needs in diverse markets.

Barco enters a partnership with professionals requiring visualization for intensive use, looking for pixel-perfect visual information, searching for the lowest total cost of ownership... professionals who know more.

Mission statement

As imaging is revolutionizing the world, accurate processing and display of visual information is business-critical for many professionals worldwide. The inherent complexity therefore requires user-friendly solutions.
In the course of its 75 year history, innovation and creativity have always been core values. Barco reinvests 10% of its sales into R&D each year, and as a result, claims over 200 patent families and many industry firsts in a variety of fields. Some highlights include the world’s first seamless video walls, the introduction of the transformable LED display, the revolutionary auto-calibration of medical displays, and the first true modular digital cinema projectors.