

Barco Digital Cinema

Shaping the cinema of the future

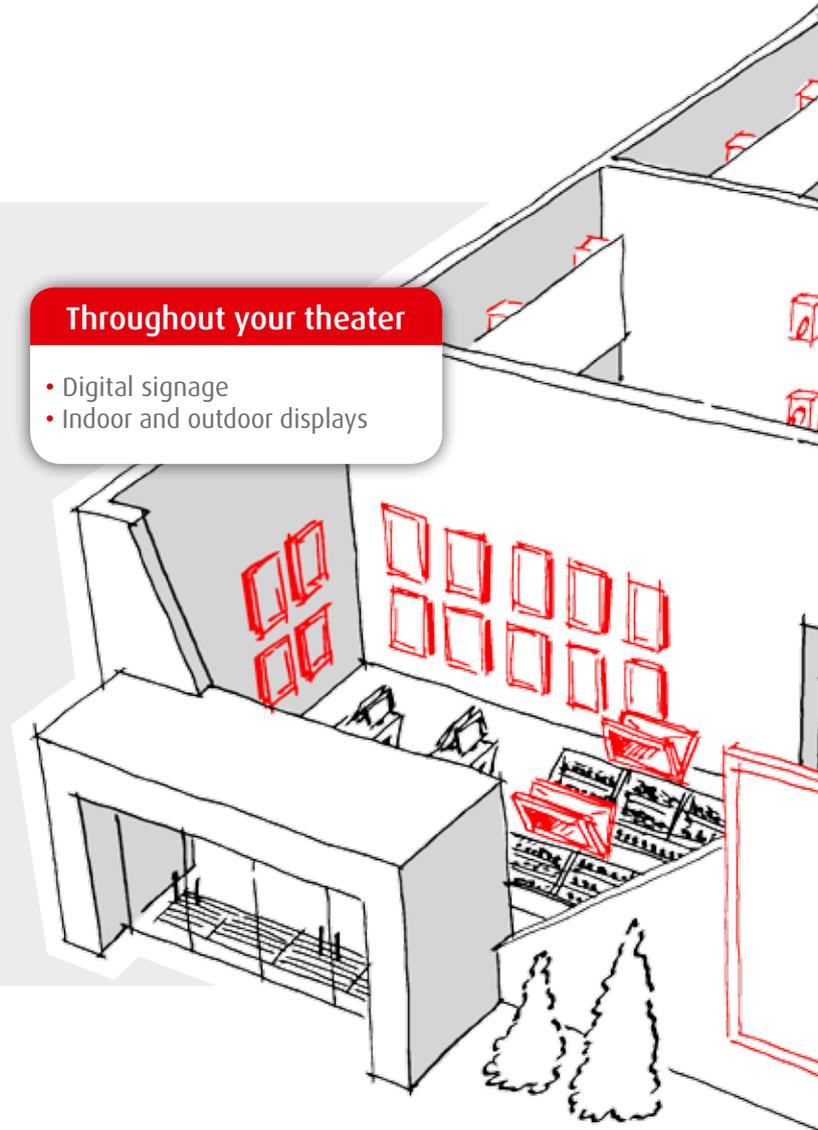


Geared for the future

As a global leader in Digital Cinema technology and services, we have been bringing movie magic to life since the turn of the century. Based on our leading-edge technology, we are committed to offer you the most comprehensive suite of products and solutions to enable a premium cinema experience at the lowest cost of ownership. Barco is your most suited partner to gear your auditorium for the future; all you have to do is pick and choose from our integrated portfolio of Digital Cinema products. The cinema of the future is all about 'the experience' and Barco is your technology partner to realize this.

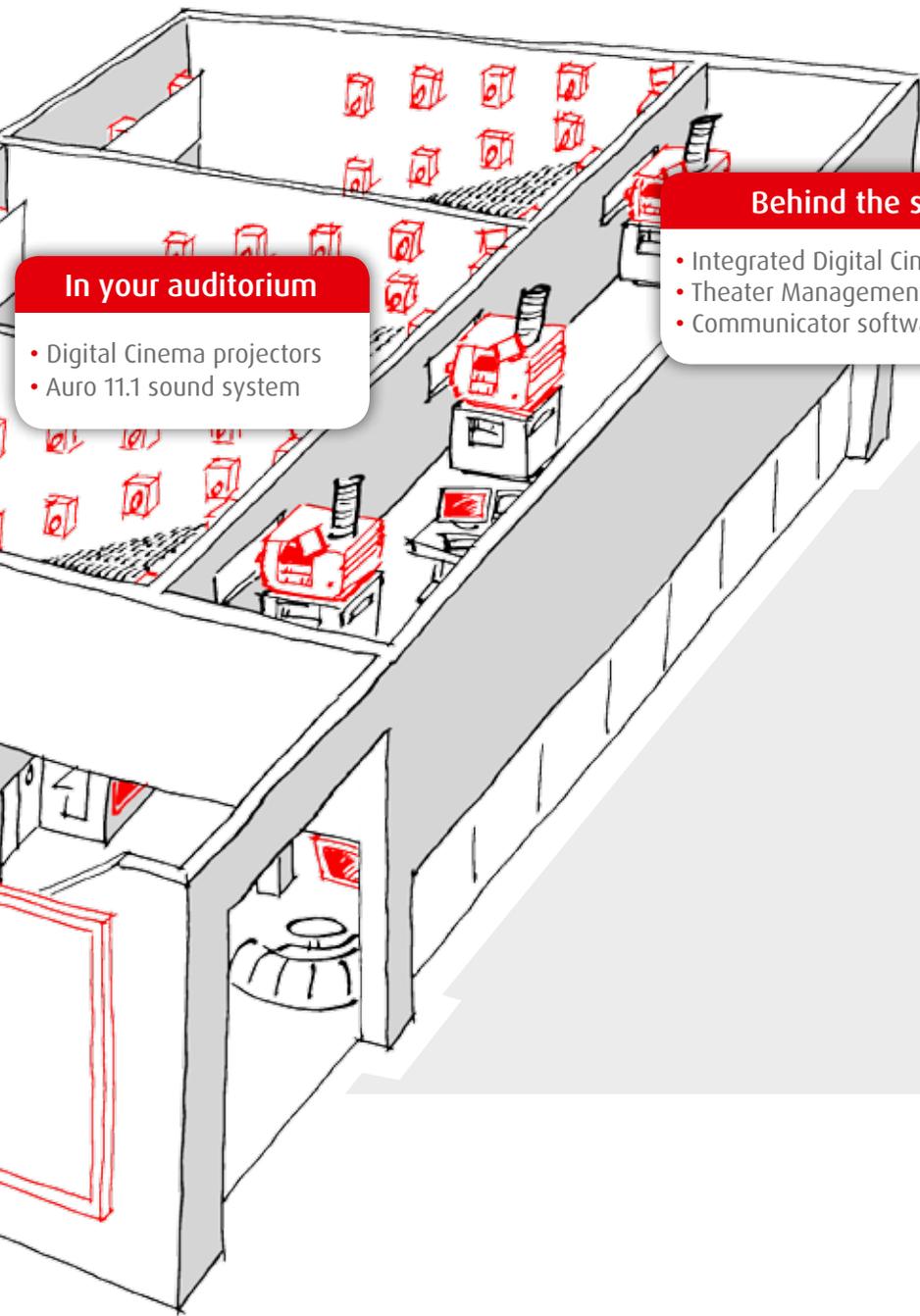
Throughout your theater

- Digital signage
- Indoor and outdoor displays



More revenue

The evolution from analog to digital opens up new possibilities for a more audience centric cinema. With Barco, you can turn your multiplex into a true business, education and multimedia entertainment center, and an important local cultural hub. In doing so, you will attract more visitors - increasing revenue and improving customer service. Going beyond projection, and covering the full experience from lobby to auditorium and complete back-office, Barco is committed to being a dependable technology partner in this process. Are you ready for the cinema of the future?



In your auditorium

- Digital Cinema projectors
- Auro 11.1 sound system

Behind the scenes

- Integrated Digital Cinema solutions
- Theater Management System
- Communicator software

“ With Barco, we look forward to not only showing movies with the best and brightest projectors in the world, but also taking advantage of new innovations like 3D audio, large-screen cinema, and ultimately laser illuminated projection, to present patrons with the most dynamic and immersive entertainment experience.

Adrian Mijares Elizondo,
Director of Purchasing and Supply Chain, Cinepolis

OUR EXPERTISE

- Digital Cinema projectors
- 3D cinema sound
- Digital signage
- Integrated Digital Cinema solutions
- Theater Management System
- Certified cinema training
- CineCare services



In your auditorium

Historically, the large screen movie experience was what drew audiences to the cinema. This experience will remain essential in the future but it needs to be taken to the next level. In the cinema of the future, creating a premium immersive experience is key.

Ultimate image quality

Since the introduction of 4K projection, higher resolutions have drawn a lot of attention. Four times as many pixels improve resolution and therefore the overall image quality. It is important to understand, however that resolution is just one piece of the image quality puzzle. The benefit of 4K projection is mostly felt on large screens where it is important to have maximum detail available.

Brighter 3D

Brightness improves the movie experience, especially in 3D. The key is to drive the combination of brightness and light output levels up, while driving total cost of ownership down. And that's just what Barco's projectors are capable of. Furthermore, as a frontrunner in laser technology, Barco is committed to continue its legacy of bringing the brightest images to the cinema industry.

Higher frame rates

Frame rates beyond the 24 fps cinema standard can improve image quality, particularly on fast-moving scenes and camera pans, by reducing motion blur artifacts. This effect is even more apparent on 3D content. Higher frame rates offer filmmakers an additional creative tool. Thanks to Barco's projectors and integrated Digital Cinema solutions, your theater is ready to play these higher frame rates.

3D sound

The aural component of a movie has a very strong emotional impact on the audience - George Lucas once proclaimed that sound is 50% of the movie experience - and, therefore, adds significantly to the overall cinema experience. Since the introduction of 'surround sound' in the early 90s, audio technology in movie theaters has almost ceased to evolve. But this is now changing with Barco's 3D cinema sound technology.



“ When we first heard demonstrations of what the Auro 11.1 audio format is capable of, it gave us great ideas for new possibilities in storytelling.

Rick McCallum,
Producer for 'Indiana Jones', 'Star Wars' and 'Red Tails'

AURO 11.1
Experience sound in 3D

OUR EXPERTISE

C-series Digital Cinema projectors

- Compact, budget-friendly solution
- Minimal cost of ownership (lowest lamp operating cost, re-usable filters, low maintenance...)
- Easy to use, install and service thanks to modular design and intelligent software
- Extended life span through sophisticated DMD cooling and sealing (Barco patented)

B-series Digital Cinema projectors

- Available in 2K and 4K
- Brightest projectors in their class thanks to efficient optical design
- Minimal cost of ownership (lowest lamp operating cost, re-usable filters, low maintenance...)
- Extended life span through sophisticated DMD cooling and sealing (Barco patented)

Auro 11.1 sound system

- Natural three-dimensional sound
- 100% compatible with existing standards
- Minimal hardware and installation investment
- Commercially viable
- The perfect match for visual 3D



Throughout your theater

In today's highly competitive cinema world, having the best possible image on the big screen simply isn't enough. Moviegoers expect a premium cinema experience from entrance to exit. Attractive in-theater infotainment is an important element in creating this complete cinema experience.

Inform. Advertise. Entertain.

Barco has designed a turnkey digital signage system, featuring integrated modules for content creation, distribution and display. Built on a scalable, flexible platform, it offers you unlimited creative freedom to design eye-popping signage and graphics that will turn your cinema into a revenue-generating entertainment center.



OUR EXPERTISE

Turnkey digital signage

- One solution for content creation, distribution & display
- Central and local access, scalable to your theater's size and needs
- Intuitive user interface
- Reliable hardware for maximum uptime
- Most reliable system on the market



Maximize visibility

Next to digital signage, Barco also offers a full range of displays for branding and advertising. Barco's LED solutions are available in various pixel pitches and generate the perfect picture in all environments, even in direct sunlight. Turn your theater into a modern-looking, lively venue from the parking lot to the lobby. It will make you stand out from the pack.



OUR EXPERTISE

Branding and advertising displays

- High pixel pitch indoor LED displays
- Medium pixel pitch outdoor LED displays
- LCD monitors
- Superior image quality
- Excellent brightness, color and contrast



Behind the scenes

Our technology makes life easier for your cinema technician or service partner as worry-free interoperability, ease of use and central management are key. Fast diagnosis and remote intervention maximize the uptime of your digital cinema gear.

Easy maintenance

All around the globe, theater owners praise the enhanced modularity and commonality in design of Barco's Digital Cinema products. This modularity significantly minimizes intervention time, allows for a minimum spare parts stock and speeds up technicians' learning curves, which further reduces cost of ownership.

Lowest cost of ownership

The DP2K/4K projector family efficiently maximizes light output from standard short-arc bulbs. This results in a lamp operating cost that is up to 50% lower than competition. Moreover, our projectors have the lowest cooling exhaust requirement in the industry and further lower total cost of ownership thanks to the reusable filters on all air inlets.





” In addition to the image brightness, vibrant colors and contrast levels, the Kinopolis Group praises the reliability, ease of use and serviceability of Barco’s digital cinema projectors and support options.

Nicolas Hamon, Product Manager, Kinopolis

Ultimate ease of use

In developing digital cinema technology, we always strive to optimize ease of use, serviceability and operability. That’s why all our Digital Cinema gear is very easy to install and control.

Remote intervention

Our systems’ remote capabilities enable you to quickly manage and check all your digital screens without having to go inside the projection booth. Thanks to this remote access, you have an overview of your equipment status and you can initiate proactive interventions. As our tools allow for efficient control and diagnosis, you can have 100% confidence that your equipment is being cared for.

Full integration

Our products have been designed to automatically and optimally function with one another and allow for full interoperability. In this way complete data integration and information transfer is ensured to uplift the performance of your complete cinema installation.

OUR EXPERTISE

Integrated Digital Cinema solutions

- Combining Barco projector and media server
- DCI certified out of the box
- Ensuring worry-free installation and validation
- Supporting high frame rates (up to 80 fps)

Theater Management System

- Complete playout system including integrated media block and advanced SMS
- Powerful features for show editing and scheduling
- User-friendly interface
- Future-proof

Communicator software

- One-click access
- Fast troubleshooting
- Intelligent diagnostics
- Compatible with all current 3D technologies



” It was a pleasure to spend four days at Barco. The interactive, hands-on format is perfectly matched to the requirements of a cinema technician. The setup with four projectors for eight trainees is impressive and very useful.

Srboljub Djurdjevic, AVC Group, Serbia

And beyond

From the very first contact to long after your installation is completed, our commitment to high quality, reliable service and fast turnaround times remains a key component of our business relationship. In addition, we are strongly committed to educate our customers on new technological possibilities and to help them in being the best in what they do.



Dedicated training programs

To be able to create the ultimate cinema experience, up-to-date technical expertise and skills are a must. That's why we support your technicians via our Digital Cinema Center of Excellence, offering the most advanced certification training available in the industry. With more than 1.500 certified digital engineers, our in-depth training program proves to be by far the most successful in the industry.

OUR EXPERTISE

Digital Cinema training

- Interactive, hands-on training
- Fully in sync with the latest technologies
- State-of-the-art facilities
- Four Digital Cinema certifications:
 - Barco Certified Operator – basic projector operations and troubleshooting
 - Barco Certified Operator – advanced projector operations and troubleshooting
 - Barco Certified Expert – advanced diagnostics and service
 - Barco Certified Specialist – installation and basic maintenance



" The people at the helpdesk really know the projectors. Having access to such an expert team is very valuable for resolving urgent matters.

Jaroslav Gronowski, Manager, Art Tech Cinema

'Red carpet' support services

CineCare is the widest palette of dedicated Digital Cinema services that optimize your uptime and keep your expenses under control. Our worldwide support network, including a Network Operations Center, guarantees 24/7 professional assistance wherever you are, whenever you need it.



Re-usable metal filters for lower operating cost.

OUR EXPERTISE

CineCare services

- Worldwide service and support
- Remote monitoring
- Easy spare parts management
- Online knowledge database
- Worry-free software updates

10 reasons to choose Barco



1 A trusted partner

Selecting Barco as your partner means choosing many years of experience in Digital Cinema. All around the globe, Barco's products have proven their worth by offering unmatched brightness, amazing 3D-capabilities, excellent reliability and low total cost of ownership. Next to offering leading-edge technology, Barco is committed to shaping the cinema of the future together with its customers.

2 State-of-the-art technology

Barco has always been at the forefront of Digital Cinema technology and was the first to introduce a sealed optical engine, a 30,000+ lumens projector, natural 3D sound and many other innovations. As a Digital Cinema technology pioneer, Barco is committed to bringing the latest technologies to the market.

3 25 years of 3D expertise

With over 25 years of 3D experience, Barco knows like no other how to make 3D work, today and tomorrow. What's more, Barco has developed a perfect 3D sound companion for visual 3D. Superb image quality combined with natural 3D sound, gives audiences dazzling 3D adventures they will love to live again.

4 Perfect image quality

Image quality is crucial in creating a premium screen experience. Barco's DP2K/4K projectors are based on the latest DLP Cinema® chip from Texas Instruments, which ensures the highest picture brightness, contrast and sparkling colors.

5 Minimal cost of ownership

Keeping cost of ownership low is always high on Barco's priority list when developing new products. All core components of Barco's products have therefore been designed for maximum efficiency, easy serviceability and extended product lifetime.

6 Remote monitoring & control

Barco's product range is equipped with remote monitoring and control functionalities to guarantee complete ease of mind. Operating your cinema's equipment from one central location, increases uptime and reduces operational costs.

7 Focus on quality

In Digital Cinema, downtime and revenue are mutually exclusive. That's why Barco focuses on innovation in the domains that matter most such as ease of use, total cost of ownership and image quality.

8 Optimum ease of use

Barco's Digital Cinema products are very easy to install and operate. Their common user interface greatly reduces handling time so that everyone can enjoy our technology with a minimal amount of training and a maximum result.

9 One-stop shop

Next to state-of-the-art projection technology, Barco's Digital Cinema product portfolio also includes 3D sound, digital signage solutions, theater management software, dedicated training and a full palette of services. Barco offers everything you need to gear your cinema for the future.

10 Future-proof

Barco is highly committed to offer exhibitors the most comprehensive suite of products to create a premium movie experience in their auditoriums. What's more, Barco continuously invests in new technologies such as laser projection to anticipate future customer needs.

Barco

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