

Barco and Cinionic launch next generation 4K laser projector platform to take cinema into the smart projection era

Kortrijk, Belgium, April 1st 2019 – At CinemaCon 2019 Cinionic, the Barco cinema joint venture, will be introducing their brand-new Barco projector line-up for cinema screens. The next generation projector platform will deliver an unmatched cinema experience to moviegoers today and futureproof results with native 4K resolution, higher contrast, wider color gamut and enhanced uniformity. The new platform is the result of thorough value engineering and advanced innovation including 4K and laser technology to guarantee unsurpassed image quality.

With more than half of the world's movie theaters illuminated by Cinionic and over 85,000 Barco projectors installed globally, Barco leads the industry in cinema projection technology. Barco Series 4 joins Cinionic's award-winning laser portfolio of high-quality and captivating technologies that empower exhibitors to provide compelling experiences for moviegoers worldwide.

Cinionic is rolling out its Barco Series 4 platform to help exhibitors drive their renewal strategy: "With more filmmakers creating content in 4K, exhibitors are looking for ways to showcase these advancements on screen. Our Barco Series 4 laser projectors provide a unique opportunity for exhibitors to bring 4K into mainstream theaters by combining the benefits of laser technology with efficient set-up and unprecedented financial solutions," says Wim Buyens, CEO of Cinionic. "Our new generation of laser projectors makes it easier for any theater - from independent cinemas to multiplexes - to offer audiences differentiated experiences."

The voice of the industry

Series 4 is designed with both exhibitors and audiences in mind, building on Barco's heritage in cinema projection. Cinionic market experts and Barco's R&D team spent several years working directly with its customers and other industry partners, to solve the challenges they are facing in today's cinema landscape.

Innovative technologies for a next generation projector

With this knowledge of the market, the team has worked diligently the last several years to deliver a next generation projector family including the latest technologies as well as the outcomes of advanced value engineering and platform modularity practices.

The Series 4 laser projector is the world's first projector to include the new compact Texas Instruments 4K chip, as well as the latest RGB laser technology. As a result the new projectors empower exhibitors to deliver a superb cinema experience in 4K with guaranteed unmatched and brilliant images on all types of screens.

These laser-illuminated projectors are more than twice as energy-efficient compared to old lamp-based solutions, and allow for a more attractive total cost of ownership (TCO) and operational robustness while the Barco EcoPure™ design delivers on power and air-flow, resulting in the greenest cinema projector ever created.

Ready for the market of tomorrow

Next to making a great innovative product, the product management and R&D teams have also focused on delivering a great price-performance product, implementing value engineering best practices throughout the entire value chain and aimed at raising the productivity, modularity and product quality of the new platform.

"The modularity and advanced and silent design makes this new platform futureproof, assuring bright and consistent outcomes throughout the entire lifetime and ready for current and future theater designs," says Jan De Witte, CEO of Barco. "We are therefore convinced that this new laser projector platform is ready to claim a leading position at the start of renewal wave in cinema."

Discover us at CinemaCon 2019

The first four projectors models of the Barco Series 4 line-up are now available and will be on display at the Cinionic World booth at this year's CinemaCon, located at the Neopolitan Ballroom in Caesar's Palace in Las Vegas from April 1-4, 2019.

Visit www.cinionic.com/Series4 for more information.

About Barco

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, we develop visualization and collaboration solutions to help you work together, share insights, and wow audiences. Our focus is on three core markets: Enterprise (from meeting and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2018, we realized sales of 1.028 billion euro. We have a global team of 3,600 employees, whose passion for technology is captured in 400 granted patents.

For more information, visit us on www.barco.com, follow us on [Twitter](#) (@Barco), [LinkedIn](#) (Barco), [YouTube](#) (BarcoTV), or like us on [Facebook](#) (Barco).

About Cinionic

Founded in 2018 as a cinema joint venture between Barco, CGS, and ALPD, Cinionic unites global leaders committed to creating a new visual standard and moving the cinema industry forward. Cinionic's enhanced services and technology solutions provide compelling cinema experiences for today, future-proofed for tomorrow. The company's world-class technology portfolio includes award-winning laser projectors, HDR, integrated media servers, and premium cinema experiences, among other innovations.

With more than 85,000 projectors installed globally, Cinionic is trusted by more than 200 exhibitors to help capture audiences at multiple touchpoints in their cinema journey and keep them coming back for more. Today, more than half of the world's movie theaters are illuminated by Cinionic.

Cinionic has offices in Belgium, United States, Hong Kong, and Mexico. Visit www.cinionic.com and follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) or [YouTube](#) for more information.

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