

New Cinema Projection Products

Launched at Cinema Expo, Barco's new **D-Cine Premiere DP90 projector** is a compact 2k digital cinema projector based on DLP Cinema technology that meets or exceeds SMPTE screen brightness standards for screens up to 49 feet, making it an ideal choice for exhibitors and post-production studios with smaller screens. A lamp power redundancy system ensures reliability, and its sealed engine, cost-efficient design and ability to flexibly slide the power to economy mode result in a lower total cost of ownership. With its stand-alone projector and separate lamp power supply, integration is easy, and access is a snap due to removable side panels and several reference points at the projector top, while the specially designed robust projection frame guarantees stable and easy ceiling-mount installations. Call 916-859-2500, or log on to www.barco.com.

Designed for exhibitors, the latest generation **Christie CP2000 Series** projectors offer a comprehensive digital cinema solution, utilizing the highest brightness 3-chip DLP Cinema projection solution in the industry and delivering the power, flexibility and performance necessary to address exhibitor needs in theatre venues throughout the world. The Christie CP2000 is at the heart of the Christie/AIX digital cinema rollout that targets 4,000 screens nationwide in the next two years. Carmike, the nation's third-largest exhibitor, has signed on to the plan, as have most major Hollywood studios, including Disney, Universal, DreamWorks, Twentieth Century Fox and Sony. Call 519-749-3323, or log on to www.christiedigital.com.

Cinema Concepts has unspooled two creative and effective **cell phone trailers** designed to discourage usage in theatre auditoriums. The Classic Cell Phone Trailer scenario takes place during a Victorian chamber music concert. As the soloist begins to sing, a cell phone rings.... And the Alien Cell Phone Trailer takes place at the movies, where a patron answers a call only to be zapped by a strange UFO. Call 770-956-7460, or log on to the company's website at www.cinemaconcepts.com.

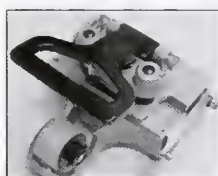
The **Dolby Digital Cinema System** is a thoughtful, reliable digital cinema solution,

designed and built specifically for today's cinemas, that offers superb picture quality, simplified operation and outstanding reliability, plus the highest level of security in the business. To make sure the transition to digital runs smoothly, it incorporates the open guidelines established by Digital Cinema Initiatives (DCI) and is easy to integrate with digital cinema projectors and existing automation and sound systems. Call 415-558-0200, or log on to www.dolby.com.

At ShowEast 2005, **Kodak** demonstrated its fully networked **digital cinema solution** for high-quality feature presentations. The Kodak system is built on the robust and reliable Kodak CineServer, one of the first capable of playing MXF-wrapped, JPEG2000-compressed digital movies at up to 250Mbps/sec. Content is ingested via a dockable drive or DVD-ROM; programming can be done on the clear and intuitive control panel; and playlists can be created locally or downloaded remotely over the network. Barco digital cinema projectors are used in the Kodak presentation.



Kodak also showcased its new **Network Operations Center**. The NOC is currently preparing and distributing preshow content seen by more than four million moviegoers a month on 1,500 Kodak preshow systems. Kodak is also handling movie and key distribution for major digital releases from several studios to Kodak system sites in the marketplace. Call 323-464-6131 or 800-621-FILM, or log on to www.kodak.com/go/dcinema.



New from **Lighting Images Technology** is the low-cost **SP-35 Film Splicer**, featuring a precision pin register, replaceable blade and right mount film cutter assembly. A full supply of replacement parts is in stock, and splicers have a one-year warranty against material and workmanship. Splice tape is also available. Call 951-786-9999, or log on to www.lightingimages.com.

Uncompromising brightness, sharper graphics and stunning color define NEC's latest **STARUS iS25 Digital Cinema projector**, offering a contrast ratio of 2,000:1. Lightest in its class at 95 kilograms, the STARUS iS25 is the only digital projector with lens and lamp memory and boasts a

motorized anamorphic lens turret, built-in MMS interface and touch-panel control. All NEC STARUS projectors exceed Texas Instruments' DLP Cinema guidelines for contrast ratio, colorimetry and uniformity as part of the firm's fault-tolerant, multiplex-wide ground-up solution for digital cinema at ShowEast. Call 818-557-2500, or log on to www.necsam.com.



The DCI JPEG2000-enabled **QuVIS Cinema Player** delivers unsurpassed image quality to the silver screen in 2-D and 3-D. Other products in the QuVIS Digital Cinema Solution include the QuVIS Acuity and QuVIS QuStudio for post-production, mastering and content encryption; the QuVIS KeyMaster for secure distribution and key management; and the QuVIS QuShow for



in-theatre scheduling, either standalone or in conjunction with an existing system. Call 785-272-3656, or log on to the company's website www.quvis.com.

Schneider has engineered the industry's first fixed-focal-length lenses for 2k DLP Cinema projection technology. The **Cine-Digital XL Aspheric** delivers superior image resolution, color rendition and light transmission with low distortion and virtually no lateral color. Presently available in two focal lengths, 2.5/44mm and 2.5/48mm, both lenses are designed for use with Barco, Christie, Digital Projection and NEC projectors and are certified by Texas Instruments for digital cinema applications. Call 631-761-5000, or log on to the company's website at www.schneideroptics.com.

Texas Digital has expanded its digital signage expertise to onscreen advertising with a new affordable solution called **VitalCAST**. With this product, theatres can display traditional static images or fully animated advertisements with sound in any customizable split-screen format. They can also create and display scrolling messages, advertising material for clients and live webpages as well as specify the date and time for each screen's programming up to one year in advance, giving the theatre complete and total control of onscreen advertising revenues. Call 979-764-8650 or 800-693-2628 x1128, or log on to www.txdigital.com.

