

Vue Signs Major Deal With Leading Cinema Technology Provider Barco

Laser by Barco projection rolling out to over 1,000 screens in the U.K., Germany, and Denmark by 2029

LONDON, March 27, 2025 - Vue, the largest privately owned cinema operator in Europe and number one exhibitor in the U.K., has signed terms with Barco, the global leader in laser cinema, to bring its award-winning laser projectors across Vue's European estate. The roll-out of Barco's technology to screens across all eight countries in Vue's portfolio reiterates the company's commitment and continued investment, bringing the best big screen experience to its moviegoers.

The deal will see an initial installation of more than 1,000 [Barco Series 4 projectors](#) and [Barco media servers](#) introduced to Vue's screens by the end of 2029, starting the roll out in the U.K., Germany and Denmark. Vue Southport in the North West of England was the first of Vue's cinemas to undergo installation and Vue Westfield Shepherd's Bush in London, the company's flagship site, will be next in line.

The Barco Series 4 laser projection family delivers industry-leading image brightness, superior contrast, more vivid colour, and improved clarity. With consistently high light output, Laser by Barco brings films to life with rich, vibrant colours and deep immersive blacks, ensuring every frame is rendered with remarkable precision and detail. This next-generation laser technology eliminates the need for Xenon lamp replacements, reducing maintenance while ensuring consistent and long-lasting performance. These projectors also consume significantly less power, promoting a more sustainable and cost-effective cinema operation.

Commenting on the deal, **Tim Richards CBE, CEO and founder of Vue**, said: *"We are delighted to be partnering with Barco to deliver more than 1000 incredible laser projectors across eight countries. Barco's state-of-the-art laser technology perfectly complements our investments in Lux and Ultra Lux recliner seats as well as the recently unveiled Vue Your Way, our innovative new take on foyers. These exciting developments will ensure we continue to provide the ultimate big screen experience to our customers and are perfectly positioned for the opportunities that lie ahead."*

"Barco shares Vue's commitment to delivering new and exciting cinema experiences," said **Gerwin Damberg, EVP of Barco Cinema**. *"Together, we look forward to bringing Laser by Barco to Vue's theatres throughout Europe. With laser projection, audiences will enjoy the next generation of movie presentation with stunning picture quality, high image brightness and increased color gamut."*

Vue's focus remains on continuing to build and develop the business by innovating and investing in its estate and technology to deliver the ultimate big screen experience. Vue recently unveiled a UK first: "Vue Your Way", piloting a new take on the cinema foyer experience for customers. Customers can explore the various snack and drink options before using the self-checkouts, having scanned their tickets at digital entry gates.

This offers customers the opportunity to explore the full range of food and drink on offer, at their own pace as well as eliminating or significantly reducing queuing at peak times. Vue has also been transforming existing and newly acquired Vue sites, including Southport and Swindon in

the UK, and rolling out the recently launched Ultra Lux seating, Vue's most comfortable, spacious and luxurious recliner seating to date.

About Vue

Vue is the largest cinema operator in the UK and Italy and the largest privately owned cinema operator in Europe, spanning eight countries, 223 sites and 1,959 screens. From its inception in May 2003 Vue has grown organically and through strategic acquisition to deliver a premium out-of-home entertainment experience by combining the best content, with the best technology in the best environment.

About Barco

Barco, headquartered in Kortrijk (Belgium), is a global technology company leading in visualization, networking, and collaboration solutions. Its innovative technologies drive advancements in the healthcare, enterprise, and entertainment markets. At the heart of Barco's success are over 3,000 dedicated 'visioneers', each passionately contributing to driving change through technology.

Listed on Euronext (BAR), Reuters (BARBt.BR), and Bloomberg (BAR BB), Barco realized sales of 947 million euro in 2024. For further insights, please visit www.barco.com, or connect on [LinkedIn](#), [YouTube](#), [Instagram](#), and [Facebook](#).

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Press contacts



Sarah Resnikoff

Publicity Director - Cinema

sarah.resnikoff@barco.com