

# Barco - Chinese JinYi Cinemas first all-laser multiplex in Asia powered by Barco

**Guangzhou, China, 14 December 2015 – Barco, worldwide market share leader in cinema projection, is proud to announce that the Chinese exhibitor JinYi Cinemas will establish the first all-laser multiplex in Asia. Exclusively powered by Barco’s complementary laser projection portfolios, JinYi will install a DP4K-30L flagship laser projector and a wide range of laser phosphor projectors – launched at CineAsia last week – throughout its brand-new Guangzhou multiplex. By choosing laser, JinYi Cinemas offer a differentiating and superior moviegoing experience while simplifying their internal operations.**

JinYi and Barco share a long history of successful collaboration. The Chinese exhibitor was the first to deploy Barco’s DP4K-60L flagship laser projector. Impressed with the projector’s exceptional image quality and its success with the cinema audience, JinYi decided to rely on Barco again to turn its new venue in Guangzhou – slated to open in the next few weeks – into an all-laser multiplex powered by Barco’s flagship laser and laser phosphor projectors. JinYi will deploy Barco’s flagship laser projector (DP4K-30L) for its premium screen, as well as several laser phosphor cinema projectors for the other screens.

## **The best investment**

“Barco laser is the pinnacle of cinema projection and we’re overwhelmed with pride to be the first exhibitor in China to combine Barco’s premium RGB and laser phosphor technology in our Guangzhou destination,” comments Xu Shouwei, general manager of JinYi Cinemas project center. “We believe Barco laser is the best choice as it not only enables us to offer a differentiating and superior movie experience to our audiences, we’re also able to simplify our internal operations and drive our costs down.”

## **Complementary portfolio**

“With more than 70 of our flagship laser projectors installed or committed, it’s clear that exhibitors worldwide are moving to laser now and Barco is trailblazing the transition,” says Stijn Henderickx, Vice President Cinema at Barco. “We not only provide the widest range of laser-illuminated cinema projectors in the industry, our portfolio is also fully complementary: the 6P flagship laser projectors for premium screens offer unprecedented image quality at an attractive total cost of ownership

while our brand-new laser phosphor series for medium screens cut costs significantly and provide superior image quality.”

### **Asia-Pacific, a big Barco fan**

So far, a quarter of Barco’s laser-illuminated cinema projectors have already been deployed in the Asia-Pacific region. Last week, Barco launched the DP2K-20CLP and DP2K-15CLP laser projectors, the first of its broader range of laser phosphor projectors, including 2K and 4K projectors.

### **About Guangzhou JinYi Media Corporation (JinYi)**

*Established in 2004, Guangzhou JinYi Media Corporation ('JinYi'), is a famous enterprise dedicated to cinema distribution and film exhibition. The company’s main products include film screenings, film distribution in theaters, merchandizing and advertising services. Its subsidiary JinYi Cinema is one of the top five cinema franchises in China. Nowadays, JinYi manages at least 1,100 screens across 180 cinemas with more than 170,000 seats.*

### **About Barco**

*Barco, a global technology company, designs and develops networked visualization products for the Entertainment, Enterprise and Healthcare markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and APAC. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with 3,300 employees worldwide. Barco posted sales of 1.051 billion euro in 2014.*