



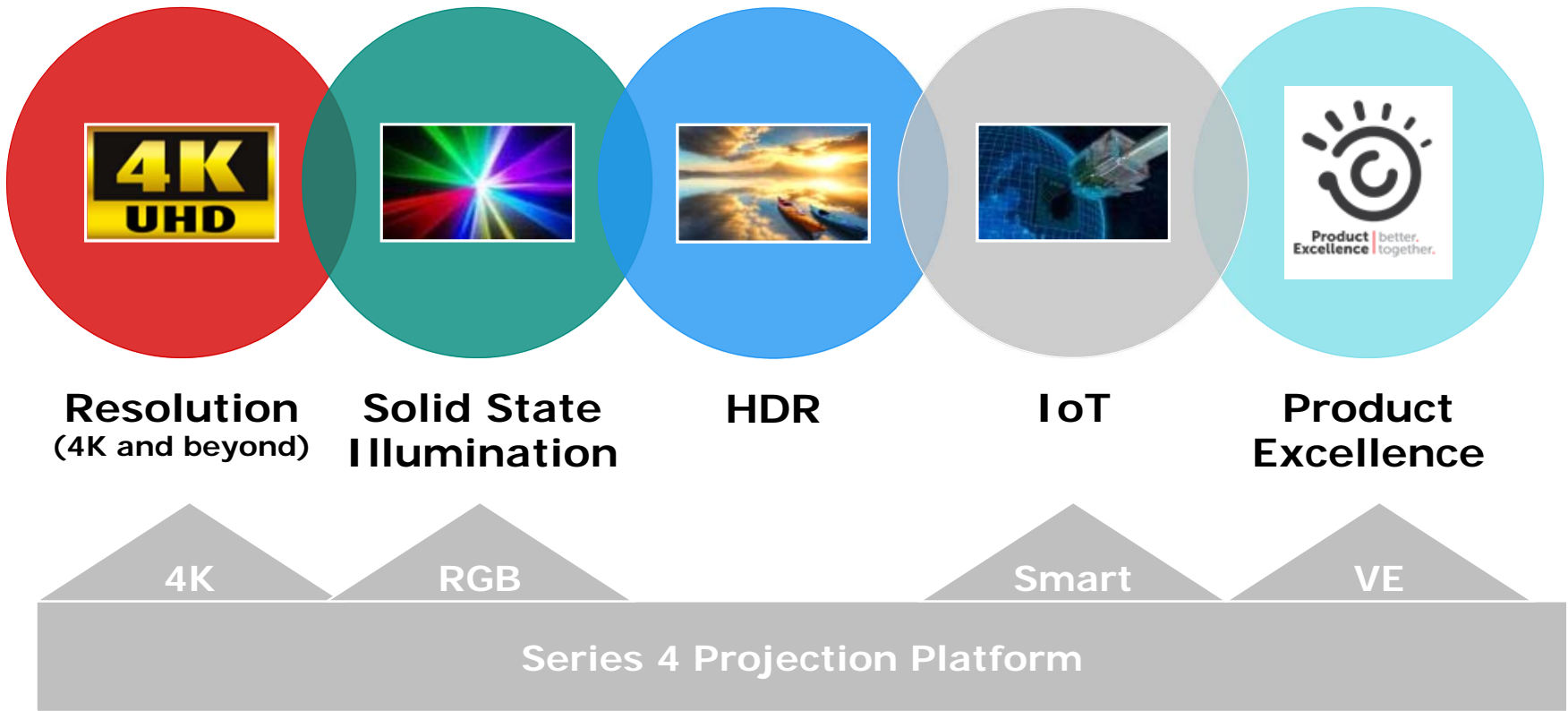
Innovation in Entertainment |

Series 4 & Lightsteering

Ignace Rombaut
9 May 2019



The strategic pillars of our Projection division



Series 4 – A completely new value proposition for Cinema

Brighter 4K RGB images

The new best experience in cinema world

Integrated laser light source

Longer lifetime, lower maintenance

Barco EcoPure

Smart power for 40% less energy consumption

Modular design

Fit and forget installation

Optimized for boothless operation

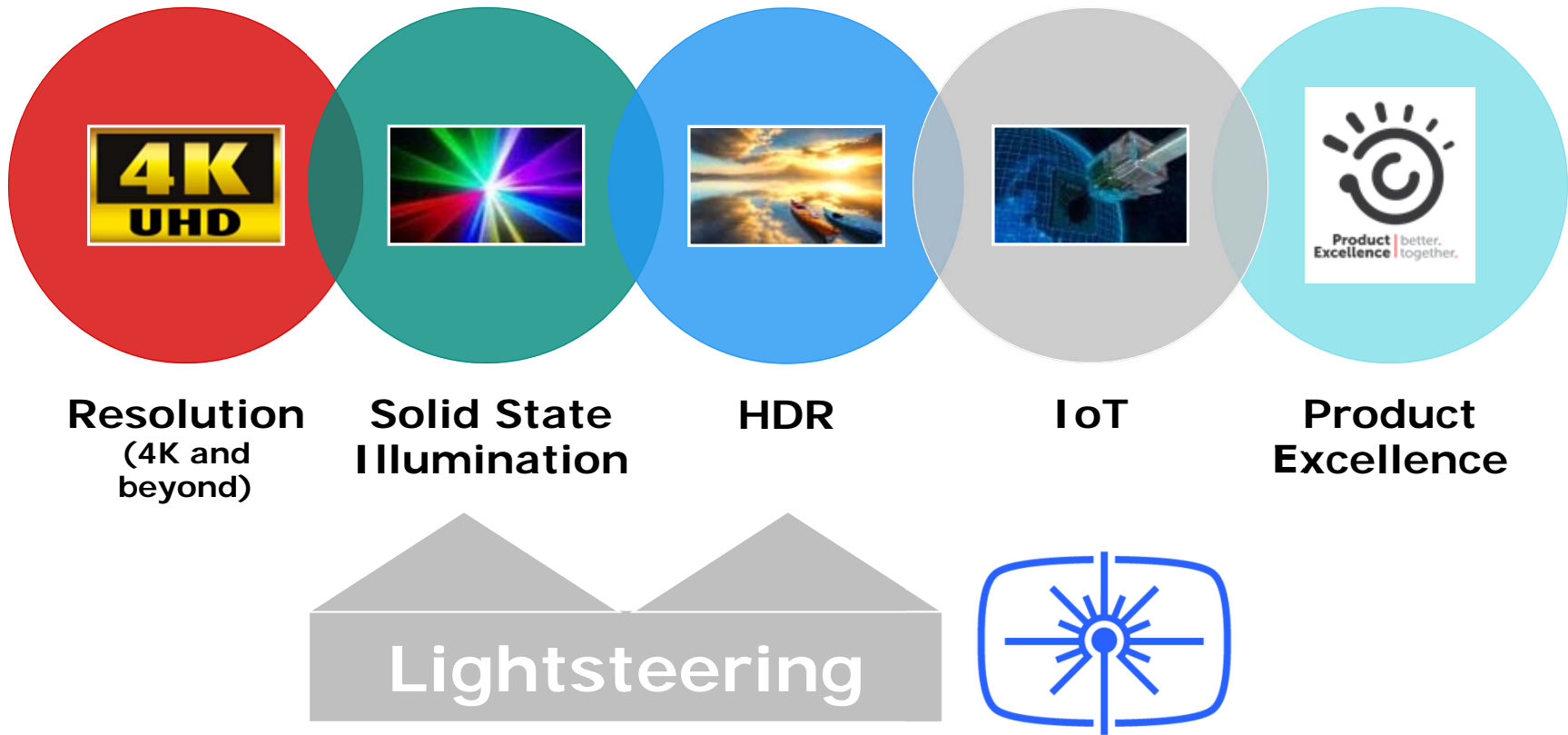
Smart electronics



**New standard
For TCO**



The strategic pillars of our Projection division



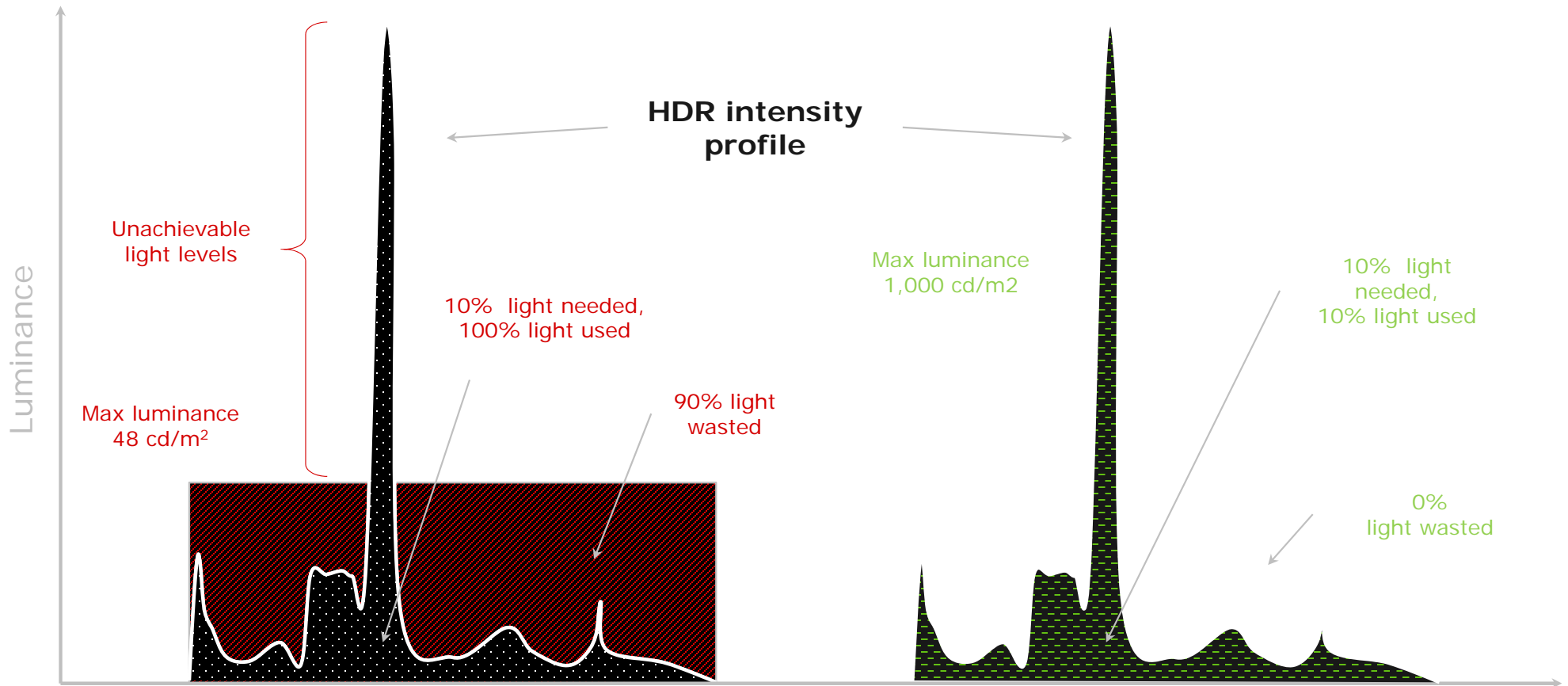
What is HDR Lightsteering about?



Oversimplified,
this is what it is doing:
**Steer the light where you
need it, away from where
you don't need it.**

As a result, **dark levels will
go down**, while **brightness
levels** will go **up**, resulting in
very high contrast levels.

Traditional projection vs lightsteering





HDR Lightsteering | How does it work?

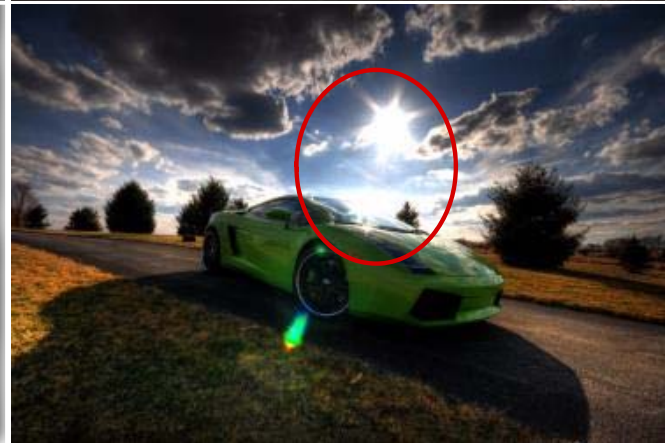
Illumination

Image on screen

Traditional projectors use uniform illumination



A lightsteering projector uses spatially distributed illumination...



...and achieves brightness levels far beyond what's possible with traditional projection

Barco's laser capabilities enable new WOW experiences in Cinema, and open the door for new application areas

Completely new Cinema experience



HDR applications In V&H



New application areas



Shape

Thank you !