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# Press Release

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## 3D Post Production:
## Kinoton DCS Digital Cinema Solution Sets the Stage for Color Grading

Color Grading Suite
(Photo courtesy of Optical Art)

Hamburg-based Optical Art, one of Germany's leading postproduction facilities, has chosen to enhance its color grading suite with a Kinoton DCS Digital Cinema Solution. This system consists of a DCP 30 SX II Digital Cinema Projector manufactured by Kinoton and based on projection technology provided by Barco, plus a RealD 3D Post Production Kit.

Color grading is an important step in the creative process of film making. Colorists digitally alter and enhance a motion picture's colors until they have exactly the look and feel that the filmmaker has in mind. Advanced 1.2'' 2K DLP Cinema® Series II technology from Texas Instruments makes sure that the DCP 30 SX II projector delivers a calibrated, consistent digital image that meets all DCI specifications, including those on contrast ratio, color accuracy, and color uniformity. The projector displays the colors on the grading suite's 65-square-foot silver screen exactly as audiences around the world will later see them – the colorists and their clients can thus evaluate the corrections under realistic cinema conditions.

The DCP 30 SX II projector also includes a postproduction version of the D-Cine Communicator software. This valuable tool gives colorists full control over how the projector reproduces colors and lets them edit the look-up tables (LUTs) for color, gamma, and 3D. The software also has a PCF editor for changing the Projector Configuration Files (PCFs) that come with the Digital Cinema Package (DCP) and creating new ones. The PCFs contain all of the projector settings that are required to display the movie as defined by the movie distributor, such as color space, gamma value and source aspect ratio.

Color grading for 3D movies differs from 2D grading. It involves adjusting the lower limit of projection brightness, eliminating image ghosting, and compensating for slight color changes caused by the 3D glasses. The Kinoton DCS solution therefore features a special RealD 3D system that includes a postproduction control module with a realtime ghostbusting circuit. It also helps colorists balance the right-eye/left-eye color of live action 3D movies. This is necessary in order to offset small variations in color and brightness caused by slight differences between the lenses, mirrors, and CCD sensors of the two cameras used to shoot 3D motion pictures. Perfect matching of the right-eye and left-eye pictures results in sharper and clearer 3D images for an ideal cinematic experience.

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## About Kinoton

Over sixty years of experience make Kinoton, headquartered close to Munich/Germany, one of the world-wide leading manufacturers of professional equipment for processing and projection of film and digital content. Kinoton offers complete projection systems for cinema and studio applications as well as for all kinds of customized solutions. Kinoton's DCS Digital Cinema Solutions consist of premium D-Cinema technology and can be flexibly tailored to meet virtually any requirement. The extensive product range also includes the innovative Litefast 360° LED Display systems for advertising and digital signage. The well-established system provider with a staff of 160 employees and in-house manufacturing keeps impressing professional circles with technical innovations. An extensive international service and support network with competent partners guarantees reliable customer proximity all over the world. More information about Kinoton is on the Internet at www.kinoton.com.

## About Barco

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. It operates its own facilities for sales and marketing, customer support, R&D, and manufacturing in Europe, North America, and Asia/Pacific. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with about 3,400 employees worldwide. It recorded sales of 638 million euros in 2009. More information on Barco is available at www.barco.com.

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