

# Press Release

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## Kinoton Fills Giant Open-Air Screen at Asia's Largest Film Festival

This year's BIFF International Film Festival took place at an ultramodern new venue in Busan, South Korea's second-largest city after Seoul. The prestigious 150-million-dollar Busan Cinema Center has total floor space of 54,000 square meters on nine stories. It houses a multipurpose screening hall with close to 840 seats, a 400-seat theatre, and two auditoriums with 200 seats each. It also boasts a spectacular open-air theatre with seating for 4000 beneath a huge outdoor roof with colorful LED lighting. All of the cinemas feature high-quality Kinoton film technology.



Left: BIFF open-air theatre with seating for 4000 beneath outdoor roof with LED lighting  
Right: Multipurpose screening hall with close to 840 seats  
(Pictures courtesy of the Foundation of BUSAN CINEMA CENTER)

Kinoton Korea, our agency for the South Korean market, installed an FP 25 D film projector with an 8000-watt Gigalight lamphouse to fill the large outdoor screen, which measures 24 by 13 meters (79 x 42 feet). To offset the ambient light that is typical of open-air shows, Kinoton Korea chose a pearl-white screen, which ensures sufficient illumination for bright movie pictures. Between shows, a special outdoor screen cover shelters it from the weather to preserve its high reflectivity.

Another two FP 25 D projectors and two FP 30 D projectors capable of change-over projection are installed in the projection booths of the Busan Cinema Center's three indoor halls. These 35mm Kinoton projector models have harvested international acclaim for their excellent picture steadiness and focus. SPT 5000 spool towers and an ST 200 E nonrewinding system feed film to the Kinoton projectors.

The 2011 BIFF Film Festival drew record attendance: nearly 200,000 visitors came to enjoy the attractive program of 307 films from 70 countries. The amazing new cinema venue and top-notch projection technology are bound to additionally boost Asia's largest and best-known cinematic event.

#### 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](http://www.kinoton.com).