

# Press Release

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## Egyptian Cinemas Digitizing with Kinoton



Golden Stars Cinema in Cairo

Recently quite a number of high-end Kinoton digital cinema solutions began operating in Egyptian multiplex theatres. No fewer than 12 Kinoton DCS systems have been installed in the largest cinemas of Cairo and Alexandria. They include the City Stars Cinema with 16 auditoriums, which is the number one in Cairo, and the six-auditorium Cineplex Green Plaza in Alexandria.

Cairo-based Stars Cinema Co., which owns the City Stars Cinema, also had its Golden Stars theatre equipped with the Kinoton Digital Cinema Solutions (DCS). Kinoton's distributor in Egypt, Waves Inc., installed two type DCP 30 MX II as well as three type DCP SX II digital cinema projectors in Cairo. The

latter is an ideal, cost-effective projection solution for implementing digital cinema on smaller screens. So as not to lose the capability of showing local analog film productions as well, all existing Kinoton film projectors were also left in place. The Green Plaza in Alexandria installed three DCP 30 LX II projectors for very large screens and another three DCP MX II projectors. It also reserved an extra DCP 30 LX II for open-air events and other special uses. The projectors are based on projection technology supplied by Barco. The 1.2-inch 2K DLP Cinema® Series II technology from Texas Instruments guarantees highly precise color reproduction with brilliant contrast. The projectors also boast persuasive image quality, unique user-friendliness, and cost-effective operation.

According to the operators of the Stars Cinema in Cairo, it is the city's largest cinema complex. All 16 of its auditoriums feature larger-than-average screens and state-of-the-art technology. The seats have also been selected to give moviegoers the best possible cinematic experience. The Cineplex Green Plaza in Alexandria is part of the bustling Green Plaza Mall. It has six auditoriums and capacity for about 1,500 persons. It mainly shows the latest Arabic and English-language films.

### About Kinoton

Over 65 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 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).

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