

# Press Release

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## Volkswagen: "Autostadt" Automotive Theme Park Goes 3D with Kinoton



Groupworld building at Autostadt  
(Courtesy of the Autostadt GmbH)

Autostadt in Wolfsburg, Germany is the Volkswagen Group's state-of-the-art adventure and competence center in the form of an automotive theme park. Everything is about mobility there. It inspires visitors with impressive multimedia attractions, installations, and performances. One of its attractions is the 250-seat ThemeCinema in the GroupWorld, where a Kinoton Digital Cinema Solution with a DCP 70 L Digital Cinema projector has been delivering brilliant digital cinema

since 2007. This projector manufactured by Kinoton is based on projection technology provided by Barco. Advanced 1.2" 2K DLP Cinema<sup>®</sup> technology from Texas Instruments guarantees precise colors and a superb contrast ratio. And now Kinoton has also integrated a Dolby 3D system. At this year's "Movimentos Festival", a dance and cultural event held annually at Autostadt, the ThemeCinema celebrated its intoxicating 3D premiere with "Pina", Wim Wenders's rousing cinematic homage to famous choreographer Pina Bausch.

The ThemeCinema is also very flexibly equipped for conventional film projection: high-quality Kinoton film projectors with digitally controlled intermittent drives are on hand for presenting 35 mm and 70 mm films. An ST 2000 Endless Loop System for 35 mm enables nonstop shows, and a complex show control system provides for complete automation.

The cinema in the Autostadt ZeitHaus (time house), a vintage car museum featuring milestones of automotive history, has also recently gone 3D. There Kinoton's service engineers have installed a complete 3D projection system on the auditorium's ceiling. A special soundproof projector housing makes sure that audiences aren't disturbed by fan noise.

### 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).

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