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## Press Release

**21-12-2004**

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### **New Digital 3D Attraction in Istanbul**

**Kinoton has equipped a cinema of the Turkish Mass Entertainment Group with a digital HD StereoVision system. This is the first installation of this kind in Turkey.**

The Cinebonus multiplex with its 7 auditoriums is situated in the G-Mall shopping center in Istanbul. Auditorium No 7 has been featuring a new exciting attraction for a short time: Up to 92 viewers can experience exciting three-dimensional adventures provided by a HD StereoVision Player made by Kinoton. This HD StereoVision Player is a special option of Kinoton's DIPIT digital projection system with synchronized two-channel output, feeding two video projectors to bring pin-sharp stereoscopic images in real high definition to the almost 10 metre wide 3D silver screen.

This installation uses the so-called passive 3D technology. The two absolutely synchronous channels of the HD StereoVision Player transmit separate pictures to the projectors. The light the projector emit is oppositely polarized – as well as the glasses handed out to the audience. The right eyeglass lens lets only pass the image produced by the right projector while the left eye can only see the pictures of the left projector. In human perception, these different views generate a vivid impression of depth, creating images that appear to be downright tangible.

The StereoVision Player is able to process all prevalent HD formats including 1080@24p and is easy to operate by the DIPIT software included in delivery. New content, for example spectacular 3D clips provided by nWave Pictures, can be loaded, compiled to play lists and played by a few simple mouse-clicks.

In the new 3D auditorium of the Cinebonus multiplex, stereoscopic clips taking 10 to 30 minutes are played from 10.30 a.m. to 8.00 p.m. They are the perfect program to bridge times of low attendance while attracting new patrons by providing fascinating cinema adventures. In the evening program, 35 mm movies are shown in the 3D cinema as well.

With the DIPIT installation the Cinebonus has changed from a classical cinema to a diversified entertainment center. Further 3D installations in Turkey are planned, proofing that 3D presentations can provide exciting additional business opportunities for cinemas.

### **About Kinoton**

Kinoton, headquartered close to Munich, Germany, has become well-known as one of the world's leading manufacturers of equipment and systems for post production and film presentation. The well-established system provider with a staff of 160 employees keeps impressing professional circles with new technical developments. Kinoton offers complete system solutions for cinema and studio applications and for large format and special venue projection. The large product range also includes digital systems for administration, distribution and presentation of digital content as well as innovative display systems. More information is on the internet at [www.kinoton.com](http://www.kinoton.com).