



Kinoton GmbH  
Industriestrasse 20a  
82110 Germering  
Germany

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

Contact:

Astrid Schroeter  
Marketing/PR  
[schroeter@kinoton.de](mailto:schroeter@kinoton.de)

Phone: +49 (0) 89 / 89 44 46-89

Fax: +49 (0) 89 / 89 44 46-84

## Press Release

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### ***Benjamin Button* and *Valkyrie* Premiered Digitally at Berlin**

**It was a great opportunity for Berlin film fans to meet their idols in person: On January 19<sup>th</sup>, Bratt Pitt walked the red carpet at the Potsdamer Platz, accompanied by his partner Angelina Jolie, and the very next day Tom Cruise was on parade just a few meters away. The popular Hollywood stars had visited the German capital in order to promote their new motion pictures.**

*The Curious Case of Benjamin Button* (Warner Bros.), the film adaption of a short story of F. Scott Fitzgerald with Bratt Pitt playing the main role of a man aging backwards, made its debut on a European screen on January 19<sup>th</sup>. The movie was presented digitally at the CineStar theatre at the Potsdamer Platz, in three auditoria at the same time.

*Valkyrie* (Twentieth Century Fox), Bryan Singer's movie about the attempt to assassinate Hitler on the 20<sup>th</sup> of July in 1944, starring Tom Cruise as Count Claus von Stauffenberg, made its European premiere at the Musical Theatre the next evening. This venue is also known as the Berlinale Palace where the International Berlin Film Festival will be opened in a fortnight.

In order to ensure immaculate picture quality at these premiere shows, Warner and Fox banked on Kinoton DCP Digital Cinema Projectors and the renowned technical service of Kinoton's branch in Berlin. The two major film distributors often entrust the Kinoton team of technicians with such projects. Past December they had already attended to the world premiere of *Inkheart*, the German premiere of *Australia* and the Berlin premiere of *1 ½ Knights*.

**About Kinoton**

Sixty years of experience make Kinoton, based close to Munich/Germany, one of the world-wide leading designers and manufacturers of professional equipment for processing and projection of film and digital pictures. Kinoton offers complete system solutions for cinema and studio applications as well as for large format and special venue projection. 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 innovative technical developments. An extensive international service and support network with competent partners guarantees reliable customer proximity all over the world. Kinoton's DCP Digital Cinema Projector series with 2K DLP Cinema® technology for brilliant digital pictures was specially designed for cinema use. The DLP Cinema® components are supplied by Barco, one of the licensees of the DLP Cinema® technology from Texas Instruments. More information about Kinoton is on the Internet at [www.kinoton.com](http://www.kinoton.com) and [www.litefast-display.com](http://www.litefast-display.com).

**About Barco**

Barco, a global technology company, designs and develops visualization products for a variety of professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific.

Barco (Euronext Brussels: BAR) is headquartered in Belgium and is present in more than 90 countries with about 3800 employees worldwide. Barco posted sales of euro 712 million in 2005.

More information is on the Internet at [www.barco.com](http://www.barco.com).

**About Texas Instruments DLP Products**

DLP display technology from Texas Instruments offers clarity down to the most minute detail, delivering pictures rich with color, contrast and brightness to large-screen HDTVs and projectors for business, home, professional venue and digital cinema (DLP Cinema®). 75 of the world's top projection and display manufacturers design, manufacture and market products based on DLP technology. At the heart of every DLP chip is an array of up to 2.2 million microscopic mirrors which switch incredibly fast to create a high resolution, highly reliable, full color image. DLP technology's chip architecture and inherent speed advantage provides razor-sharp images and excellent reproduction of fast motion video. Since early 1996, more than 10 million DLP subsystems have been shipped. For more information, please visit [www.dlp.com](http://www.dlp.com).

Texas Instruments Incorporated provides innovative DSP and analog technologies to meet our customers' real world signal processing requirements. In addition to Semiconductor, the company's businesses include Educational & Productivity Solutions. TI is headquartered in Dallas, Texas, and has manufacturing, design or sales operations in more than 25 countries.

Texas Instruments is traded on the New York Stock Exchange under the symbol TXN. More information is located on the World Wide Web at [www.ti.com](http://www.ti.com).

