



Kinoton GmbH  
Industriestraße 20a  
82110 Germering  
Germany

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

Contact:

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

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

## Press Release Theatre World

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### **Kinoton's Digital Cinema Showcase started with "Pirates of the Caribbean 2"**

**Movie-goers visiting the Admiral Filmpalast in Nuremberg (Germany) or the UCI Kinowelt Millennium City in Vienna (Austria) can enjoy Jonny Depp's furious performance as Captain Jack Sparrow as classical film projection as well as in state-of-the art Digital Cinema quality. The new D-Cinema equipment was installed by the German cinema technology manufacturer Kinoton.**

In the long-established Admiral Filmpalast, two of the five auditoriums have been upgraded for Digital Cinema. Pre-show and feature film can be optionally presented in 35 mm film or digitally. Thanks to their space-saving design, the new DCP 30 Digital Cinema Projectors could easily join the existing Kinoton FP 50 D film projectors in front of the projection windows. Besides, the possibility to place operating controls and integrated server rack flexibly on the DCP 30 projector's console facilitates operation and maintenance especially in tight places.

Said Reiner Maurer, director of the Admiral Filmpalast: "Our audience were swept off their feet by the first-rate image quality and crystal-clear sound. They have glowingly described the digital performance of "Pirates of the Caribbean 2" as an extraordinary thrilling movie experience. What is more, we do not have to worry about film wear anymore."

The UCI Kinowelt Millennium City, with its 21 auditoriums one of the largest megaplexes in Europe, had Kinoton DCP 70 Digital Cinema Projectors installed in three projection booths as an addition to the classical film projection. Up to 1230 viewers can now enjoy immaculate and spectacular digital pictures on screens up to 24 meters. The connection to the existing cinema automation system offers a trouble-free combined operation of digital and film projec-

tion without delay, ensuring that the tight schedule fundamental for the operation of large multiplexes goes off without a hitch.

Managing director of the UCI Kinowelt, Ralf Schilling is enthusiastic about this digital solution. “D-Cinema is a milestone in cinema history and will surely become a major competitive advantage in the future. The audience was very pleased with the digital picture and sound quality of “Pirates of the Caribbean 2”, and the shows were especially well-attended. Besides, digital content is easier to handle than film spools,” he says.

The projection systems for these new D-Cinema projects were not only supplied and installed by Kinoton, the German system provider also carried out the project planning and coordination as well as the integration of the existing cinema automation and electronic advertising systems. This complete service and fulfilment goes far beyond the actual installation: More than 80 international sales and service partners guarantee fast service and maintenance of Kinoton equipment worldwide. This is extremely comfortable for busy cinema owners who prefer a one-stop business contact to grappling with different companies.

Kinoton’s new DCP Digital Cinema Projector line has attracted quite an interest in the entertainment business. Managing director Renate Zoller states: “Our DCP Digital Cinema Projectors were specially designed for daily use in movie theatres and are easy to integrate into the existing cinema environment. They are absolutely compliant to the DCI specifications, and were recently certified by Texas Instruments as to their DLP Cinema® technology. The DLP Cinema® components are supplied by Barco, one of the licensees of the DLP Cinema® technology from Texas Instruments. And of course the DCP projectors are equally suitable for E-Cinema and alternative content.”

#### **About Kinoton**

*Almost sixty years of experience make Kinoton, headquartered 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).*

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