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## Press Release

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### Digital Star Wars: Episode III Premiere Was Entrusted to Kinoton

The grand German premiere of Star Wars Episode III at the Musical Theater in Berlin/Germany was really a unique event. Not only because the audience brimmed over with enthusiasm for the perfectly arranged event, but it also was the first movie premiere in Germany to be projected digitally. In spite of a very short lead time and the demand to deliver first-rate projection quality, the digital presentation proved highly convincing.

On May 17, the long wait had an end: "Revenge of the Sith", the crowning completion of the Star Wars series the fans had been longing for, premiered sensationally in Germany at the Musical Theater in Berlin.

In order to guarantee that this first major digital movie premiere in Germany ran smoothly, the projection had been entrusted to Kinoton in close cooperation with the Dolby and Barco companies. The blockbuster of the year was projected with a Barco D-Cine Premiere DP 100, a 2K digital projector featuring DLP chip technology filling the almost 20 metres wide screen with pin sharp images. For storing and replay, two Dolby Digital Cinema systems were provided.

But this movie presentation was not an easy venture. As is generally known, George Lucas attaches great importance to first-rate sound and picture quality in order to provide a thrilling cinema experience for his audience – after all, he has invented the strict THX standards! So Kinoton had to meet many special specifications concerning projector and server setup. Besides, the Musical Theater's own sound system had to be modified to handle cinema sound. Extra attention was given to the effect speakers; they were carefully calibrated one by one to accentuate the spectacular sound effects as well as John Williams' bombastic film music.

What is more, the pressure of time for setting up the equipment was enormous. The Blue Man Group had been performing at the Musical Theater until 11.00 p.m. the previous day. Not until 0.00 o'clock at the premiere day could Kinoton start to convert the stage theater into a movie theatre, and at 6.30 p.m. the setup was scheduled to be complete. It really came in handy that Kinoton already knows the Musical Theater very well as they had equipped it with 16mm and 35mm projection technology some time ago.

Kinoton had actually planned every single detail of the preparations for the Star Wars Episode III premiere beforehand. The setup of the projection equipment had been played over several times at Kinoton's premises. At the premiere day the complete projection equipment had to be installed two times: First in an adjoining room for a last setup check, then in the projection room of the main hall so the Twentieth Century Fox executives could assure themselves of the projection quality before the excited audience was admitted.

Finally some 1,600 invitees could experience a perfectly stage-managed movie premiere. The leading actors Hayden Christensen and Natalie Portman, producer Rick McCallum and – of course – director George Lucas were received with cheers on the red carpet. What is more, many of the more exotic characters of the Star Wars movies attended the premiere as well: Wookies and roboters roamed the Marlene-Dietrich-Platz in front of the theater. Even Darth Vader himself, followed by his storm troops, strode through the theater before the space adventure captivated the audience in impeccable digital quality. The audience was thrilled and rewarded the cinema show with standing ovations.

Kinoton was very content as well with the outcome of the premiere. The digital projection had gone off without a hitch, and the quality of picture and sound had left nothing to be desired. "Our thorough preparations have really been worthwhile," Kinoton's sales director Harald Bergbauer stated merrily. "And of course we were really pleased that Kinoton is so well-established in Hollywood that we are entrusted with such prominent events."