

# Barco press release

---

Date: 26 October 2011  
For immediate release

Name: JP Tanghe  
Title: Senior Vice President Barco n.v.  
Tel: +32 56 26 23 22  
E-mail: [jp.tanghe@barco.com](mailto:jp.tanghe@barco.com)

## Regulated information

### Cinepolis selects Barco as its digital cinema projector supplier for upcoming 3,000-screen deployment

**Kortrijk, Belgium, 26 October 2011 - World's fourth-largest movie exhibitor will deploy Barco projectors exclusively for the conversion of its remaining film-based auditoriums, as well as equipping its new theater sites.**

Barco, Guinness World Record holder for the brightest DC projector, announced an agreement with Cinepolis for a widespread deployment of Barco DLP Cinema® projectors. The largest cinema chain in Latin America and fourth largest in the world, Cinepolis is operating in Mexico, Latin America, India and the United States, and will ultimately install 3,000 Barco DLP cinema® projectors.

"We are very excited about partnering with Barco as we endeavor to become a 100% digital cinema chain," commented Adrian Mijares Elizondo, Director of Purchasing and Supply Chain. "We're very impressed with Barco's impeccable track record of quality, reliability and worldwide deployment experience for major exhibitors. Barco's investment and commitment to the Latin American market, in and outside of Mexico, the fact that they can provide local parts, technical support and service in all of our locations is of critical importance so we can maximize uptime and revenues. With Barco, we look forward to not only showing movies with the best and brightest projectors in the world, but also taking advantage of new innovations like 3D audio, large-screen cinema, and ultimately laser illuminated projection, to present patrons with the most dynamic and immersive entertainment experience."

"Barco will ultimately deploy up to 3,000 projectors, converting all currently non-digital auditoriums and installing new screens as Cinepolis grows its organization," commented Ivan Cannau, Country Director for Barco Mexico. "With our company being present locally, we have always been committed to offer the highest level of service. Local certification trainings, in-country parts depots and managed services all over the world are in place and running, so we are ready today to continue delivering the level of support that Cinepolis needs and is used to experience from Barco."

# Barco Press Release

---

"We applaud Cinepolis' forward-thinking approach to their digital cinema footprint and are honored that they have chosen Barco as their partner in offering next-generation movie and alternative content exhibition to their patrons," added Richard Marples, Regional Sales Director for Entertainment in Latin America for Barco. "We are firmly committed to Cinepolis' expansion, offering them the widest array of DCI-compliant projectors at the lowest total cost of ownership, and backed with all of the local resources necessary to ensure their success."

## **About Cinepolis**

*With a footprint of over 275 theatres as of the end of September 2011, Cinepolis is both the largest theater chain in Mexico and the leading exhibitor in Latin America, as well as being the world's fourth largest exhibitor.*

## **About Barco**

*Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & 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 3,500 employees worldwide. Barco posted sales of 897 million euro in 2010.*

© Copyright 2011 by Barco