

MEDIA Salles 2007

Intro Nico Vernieuwe

Barco's commitment to MEDIA Salles DigiTraining+

Barco: "Market Driven – Technology Enabled"

Cooperation with MEDIASalles since 2004 to

- help the exhibitors understand Digital Cinema
- Facilitate the business models
- Support new opportunities

Historic Overview of Barco's input

2004: What is the **technology**? Proof of digital image quality!

2005: Explain DCI **standards** and its implications to the products and the market.

2006: How do I build my successful Digital Cinema **Business (models)**

Barco's commitment to MEDIA Salles DigiTraining+

- Obviously we are going to repeat the core
 - Technology & Products (2004)
 - DCI Standards and Markets (2005)
 - Business Key Stones: finance and new revenue (2006)

2007:

Sharing a full year of business experiences
and the outlook for next year 's implementation

- Overview:
 - Integrators experiences (VPF's in the making)
 - Innovating Exhibitors in Europe
 - 3D special (status report)
 - Latest technologies in practice (new use of your cinema)

Thank you