



Clearly the Leader.

**There are reasons why
DLP Cinema® is the
undisputed industry
leader in digital cinema
technology:**

- DLP Cinema was the first commercial Digital Cinema.
- Unlike other technologies, DLP Cinema offers multiple resolutions (2K and 4K) from multiple brands, Barco, Christie, and NEC. Superior choices for every theatre size.
- Unmatched reliability. DLP Cinema lights up more than 35,000 screens worldwide every day with proven reliability showing after showing.

***That's why more than 8 out of 10 digital cinema theatres
use DLP Cinema to wow audiences every day¹.***



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BARCO® CHRISTIE® NEC

¹ Source: Screen Digest



Clearly Brighter.

There are reasons why DLP Cinema® is the brightest digital cinema technology available today:

- The pure, reflective mirror technology of DLP Cinema delivers unparalleled brightness on the largest movie screens...up to 100 feet.
- Advanced 3D technology from a single projector, and a single projection lens lights up a 75 foot screen in 3D with bright, stunning clarity.
- For the largest screens, DLP Cinema is the technology of choice for EVERY major exhibitor deploying digital cinema.

That's why more than 8 out of 10 digital cinema theatres use DLP Cinema to wow audiences every day¹.



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BARCO® CHKISTIE® NEC

¹ Source: Screen Digest



Clearly Preferred.

There are reasons why DLP Cinema® is the preferred technology for today's theatre:

- Lights up screens up to 75 feet in stunning digital 3D and 100 feet in 2D
- Amazingly reliable. With over 35,000 screens worldwide, DLP Cinema has proven reliability, showing after showing.
- Award-winning color performance. DLP Cinema is the only imaging technology to receive an Academy Scientific and Engineering Award² for precise color reproduction.

That's why more than 8 out of 10 digital cinema theatres use DLP Cinema to wow audiences every day¹.



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BARCO® CHIKISTIE® NEC

¹ Source: Screen Digest

² Recipients of the 2009 Academy Plaque are D. Scott Dewald, Greg Pettitt, Brad Walker, and Bill Werner



Clearly Reliable.

**There are reasons why
DLP Cinema® is an
amazingly reliable digital
cinema technology:**

- Over 35,000 screens worldwide rely on DLP Cinema technology to light up the screen for millions of moviegoers.
- Recognized for its rock-solid reliability, DLP Cinema is creating a new generation of easy-to-manage cinema projection.
- DLP Cinema has been lighting up screens for over 15 years

***That's why more than 8 out of 10 digital cinema theatres
use DLP Cinema to wow audiences every day¹.***



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