

PRESS RELEASE
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Digital 3D Laser Projection Demo and European Film Premieres Confirmed by Cinemeccanica and La Géode for Euromax 2015

PARIS, FRANCE | MONTREUIL, ITALY --- 12 May 2015 --- Italian cinema projector technology company, Cinemeccanica, and Euromax, the European Association for Giant Screen and Documentary Cinema, have announced a significant partnership and demonstration of Digital Laser Projection on the Giant Screen at the 2015 Euromax Meeting. This year's event will be hosted by giant screen theatre venue, La Géode, Paris, from 7-9 June and will feature the European premiere of many new giant screen films. The annual Euromax meeting attracts professionals from the industries of Giant Screen Cinema, Technology, and 3D documentary cinema.

One of the key topics again on the agenda of Euromax at the 2015 event, is that of digital laser projection, and of the industries migration from the famous IMAX® 70mm / 15 perf. format to all an digital configuration, and now to that of high performing laser projection systems.

This demonstration will mark an important milestone for giant screen experts who will be able to compare performance against other key technologies and market-leading solutions, notably a 15/70 IMAX projection system, and a Xenon digital projection (both 2D and 3D).

The new LUX solution features modular 6P laser source projectors providing a massive 30 percent increase in brightness, a lifetime of 30,000 hours rather than 500, and a gain in energy efficiency of more than 50 percent.

The LUX laser light engine provides cinemas and event production professionals, among others, with a 3D system-agnostic solution that allows all standard 3D techniques, including 6P color separation. It also offers greatly improved brightness for 2D. These professionals can now operate at a higher level of consistency and confidence as the LUX laser light engine delivers constant brightness powering up the largest screens with no xenon light decay.

Patrick Muller, CEO of Cinemeccanica France explained; "We are very happy to begin a new journey into the world of Giant Screen Cinema, engaging the interest of both La Géode and Euromax with solutions we believe provide an answer to the challenging performance needs of giant screen theatres. We have recently returned from Cinema-Con, where we received strong interest from cinema and live event industries in our new line of laser projectors, laser light engines and specialist services. We look forward to new partnerships and anticipate fast growth."

Laurent Dondey, CEO of La Géode and president Euromax added; "We had no foresight, six months ago, that a solution of this specification and performance would be ready to market, and in particular, that it could be demonstrated at La Géode. We congratulate Cinemeccanica for its willingness to bring such an exciting technology to the Euromax event. This demonstration will represent a big step for the giant screen business, especially for La Géode – especially since we are in the midst of our 30th anniversary,."

This year's event program also includes a special guest panel titled 'Image Capture & Projection in the Age of Digital' where industry leaders will engage in discussion, and Cinemeccanica will present its new **LUX CineCloud Modular 6P Laser Source Projector** technology.

Fourteen new film releases, and fourteen new trailers and films in production will be screened in 2D and 3D during the annual Euromax event using the LUX CineCloud projector. Four additional films will be screened in 15/70 format.



About Euromax

Euromax is a non-profit organisation comprising professionals of the giant screen cinema industry, documentary film makers and distributors as well as technical service suppliers all passionate about nurturing and developing the highest quality and memorable cinematographic experiences.

Since 1989, members of Euromax have come together to preview the very best educational documentary films made for giant screens and to build the future of institutional and documentary cinema. We bring the spotlight onto new technologies, new films, and new partnership opportunities with the wider science centre and museum community.

www.euromax.org

About La Géode

La Géode is a commercial cinema theatre running since 1985 a unique hemispherical giant screen of 1000m² using the special 15/70 'Omnimax' format and, since 2007, a digital projection dome insert solution for presentation of movies in 3D and 2D, as well as live events. La Géode produces and distributes contents and produces events or rents its premises.

www.lageode.fr

About Cinemeccanica

Cinemeccanica is a motion picture equipment company specialising in cinema projectors. The company was incorporated in 1920 in Milano, Italy. It is now also offering laser light technologies. Cinemeccanica is one of the first companies to have installed laser light engine source cinema projectors in both 2D and 3D and to market Laser Light Engines and global services from on-line maintenance to financing.

www.cinemeccanica.eu

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