



PRESS RELEASE – BARCELONA, 21st June 2016

Jinyi Cinemas signed to retrofit 100 digital projectors with LUX, the RGB 6P Cinema Laser

Jinyi Cinemas, Caiz Optronics Corporation and Cinemeccanica are proud to announce the agreement signed to retrofit **100 digital projectors in China in 2016**, located in the **best multiplexes of this important cinema chain**.

This agreement is **the first important contract** signed to introduce a laser light solution in the cinema market on wide scale.

Cinemeccanica and its Gold Partner **Caiz Optronics Corp** have already supplied from the end of 2015 several **LUX units for Barco and Christie projectors** using the different **LUX models** as the **20K, 25K, 30K, 45K and LUX 60K** (from 20.000 up to 60.000 lumens).

LUX, the RGB 6P cinema laser, was selected by the cinema chain **after evaluating different laser projectors** available in the market.

The main **benefits** are **reliability, simple installation, light uniformity and stability** over time, **excellent quality** with different 2D/3D configurations and, thanks to the retrofit, **save of the digital projectors investment** already done.

«We are very pleased to announce that we have jointly worked with Jinyi Cinemas, the 17th largest cinema chain in the world, to select and to test the laser solution» **Kevin Cai, Caiz Optronics Corp.** President and CEO « and the results indicate that LUX laser solution is matching the technical and financial needs of our customers».

«We are honored to be a partner of this important Cinema Group and help to innovate their cinema technology.» **Massimo Riva** added, **Cinemeccanica** CEO «We are proud to contribute to the growth of the quality in cinema shows and we are sure the spectators will appreciate an innovation which will transform each movie in a more addictive experience».

Caiz Optronics Corporation

Caiz Optronics Corp. is one of the largest manufacturer of xenon lamps in China for cinema use. Now the company, with the strategic partnership with Cinemeccanica, is adding new solution based on RGB laser to introduce the modular laser sources in the cinema and event markets. In this way the company can offer a full range of lighting solution to the exhibitors. The company is publicly listed on the NEEQ market in China and present with various regional sales and services offices in the most important areas across the country. (www.caizcorp.com)

Cinemeccanica is one of the world's pioneers in the production of Cinema equipment. In the last years the company invested in technological research, developing LUX, a 6P laser light source adaptable to DLP projector. It offers several benefits compare to than the xenon lamps: improved brightness, improved light distribution on the screen (95% center to side), constant light level over time, crisper and more vivid colors: color gamut much wider, amazing 3D experience thanks to a brighter 3D projection, up to 50% less power consumption, reduced environmental impact meaning no lamp recycling. (www.cinemeccanica.eu)