



madVR Labs and Barco join forces to present 5K HDR at CEDIA Tech Summits

HDR at CEDIA Tech Summits

"The Next Home Cinema Revolution"

BARCO + MADVR



ACHIEVING A GREAT HDR
EXPERIENCE THROUGH PREMIUM
PROJECTION

Barco Residential Cinema and madVR Labs today announced participation at the CEDIA Tech Summits 2021. The CEDIA Tech Summit regional educational events begin October 5th in Irvine, California, and extend through December 9th across various US cities. Barco Residential Cinema and madVR Labs have joined forces to demonstrate their unique capabilities when they combine to bring a native 5K cinematic experience with exceptional HDR to home cinema - an industry first.

John Bishop of b/a/s/ bishop architectural-entertainment services, on behalf of Barco Residential and madVR Labs, will deliver a milestone seminar on the topic of achieving cinema grade HDR at home. The presentation will be featured each day from 9:10 AM to 10:00 AM local time.

Learn how the Best in Class awarded madVR Envy uniquely upscales to 5K and combined with the award-winning Barco Cinemascope native 5K projectors delivers an unparalleled cinematic viewing experience. Stewart Filmscreen's reference grade movie screen surface will be used in the presentation to ensure maximum image quality to cinema's post-production standards.

John Bishop said, "The reference cinema experience has never been more attainable at home than it is today. HDR projection using components from these companies can now recreate the experience delivered at the best Dolby Cinemas, IMAX Cinemas, or Galaxy DFX Barco Laser Theaters". Once referred to by Sam Runco as the 'Godfather of CineWide', Bishop continues, "We are at the threshold of the 3rd Revolution in home cinema. Seeing the imaging of HDR in wide color gamut, rendered to perfectly match the HDR standard in professional cinema is a rare sight. But the code has been cracked to now deliver an image in the home that transcends what is seen on any TV technology today. This is the most important business opportunity for high-end home theater dealers and integrators since CinemaScope debuted in the home nearly 20 years ago."

Tim Sinnaeve, Managing Director of Barco Residential Cinema says, "Laser DLP is the leading technology of professional cinema and post-production, and Barco has now built over 100,000 DCI projectors for cinema exhibition and post-production screening rooms. We have poured this know-how into our residential cinema products from the RGB LED 5K Bragi CinemaScope model to our Thor+ model, a \$500K 6P Laser projector derived from the most powerful DCI cinema projector ever made. We know when it looks right, and delivers the genuine creative intent, because that's what we do during the making of, and exhibition of the art of movies" says Sinnaeve.

Richard Litofsky, CEO & Co-founder of madVR Labs says, "The madVR Envy has won multiple industry awards for delivering astounding video quality, especially when it comes to HDR. Delivering this performance in a plug-and-play manner, that's highly intuitive to setup and operate, is highly valued by the marketplace. The Envy solves many challenges for dealers and end users alike, including perfectly rendering HDR

with no blown-out highlights or crushed blacks, automatic handling of all aspect ratios, black bar and subtitle management, extremely accurate calibration using the largest 3D LUTs, geometry control, exceptional upscaling to 5K60 and 8K60, and more. The 5K experience delivered with Barco is quite special. The feedback from dealers on this innovation has been outstanding, and we look forward to showcasing this at the Tech Summits.”

The CEDIA Tech Summits for 2021 will be held in six cities, starting in Irvine & Woodland Hills in Southern California October 5th & 7th, followed by Dallas and Houston, Texas on November 9th & 11th, and finishing in Orlando and Fort Lauderdale, Florida on December 7th & 9th.

Registered dealers who attend the HDR seminar will be eligible for a joint vendor promotion to take their showrooms to an exciting new level of performance.

Projection HDR imaging at this level will be a powerful driver of the high-end cinema at home business for years to come.

For more information, see:

www.madvrenvy.com

www.barcoresidential.com

www.stewartfilmscreen.com