



BARCO

RESIDENTIAL

*I have the **simplest** tastes.
I am always satisfied with the **best**.*

Oscar Wilde



Imagine a dark, cold night.

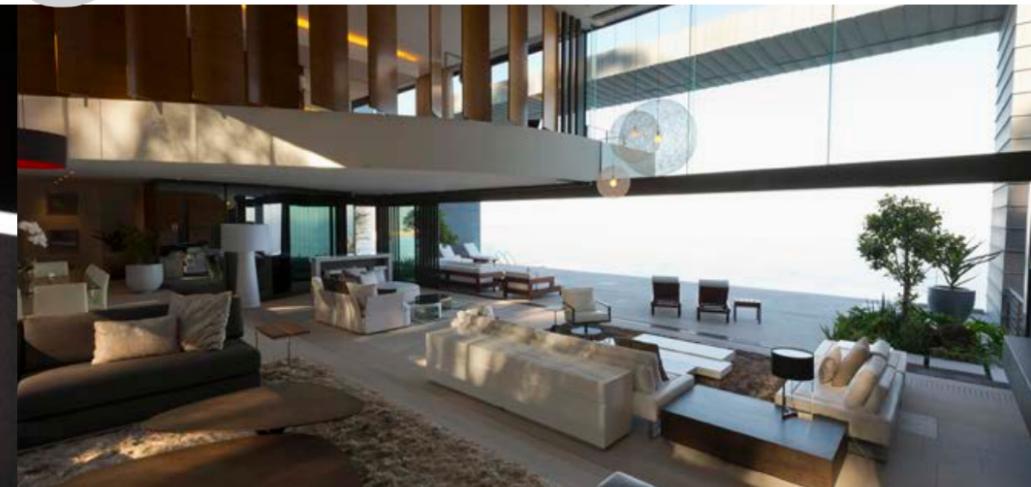
Wind is gusting and rain is pattering against the windows.

What better way to spend a night like this than to cozy up to your loved ones and be completely immersed in your favorite movie – all in the privacy of your own home?



A true work of art

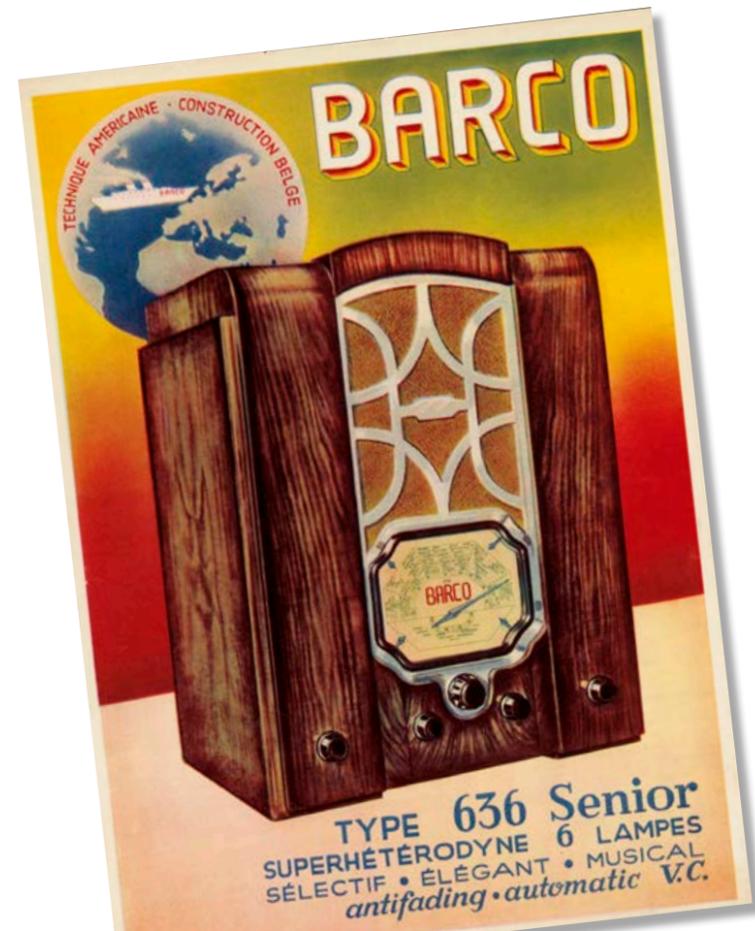
The silver screen is the filmmaker's canvas. A convincing, engaging world is created with carefully selected actors, artfully constructed sets and meticulously shot scenes. At Barco Residential, we share the movie director's passion and commitment to the 'suspension of disbelief' that is so important in the art of movie-making. Our mission: to envelop film buffs with an exceptional film experience that truly honors the director's vision.



Barco Residential brings the pinnacle of image and sound technology to the high-end home environment. Together with our partners, we create unique experiences to be shared with loved ones in the world's most exquisite homes and yachts.



A history of *innovation*



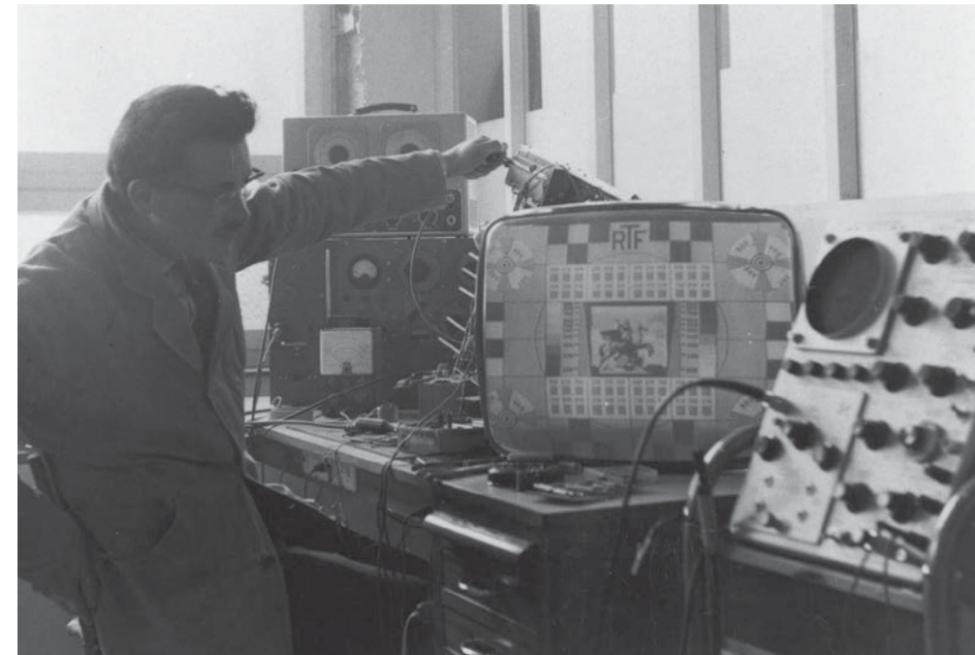
Your family's essential friend

With that baseline, Lucien Depuydt promoted the radios that he manufactured in his workshop, in the Belgian town of Poperinge. From its early origins, building high-end radios - and, later, televisions - in those fantastic wooden cabinets that were genuine works of art in themselves, the small 'Belgian American Radio Corporation' (Barco) - founded in 1934 - grew to be a global leader thanks to its constant quest for innovation.

Going back to our roots

Today, Barco is a worldwide technology pioneer in a variety of high-end professional visualization applications. Did you know that over 40% of the world's commercial cinema screens are powered by Barco projection?

Celebrating Barco's unique 80-year pedigree, Barco Residential is a return to our origins - bringing the best image and sound technologies out there to the finest residences, and once again becoming 'Your family's essential friend'.





Craftsmanship

runs through our veins

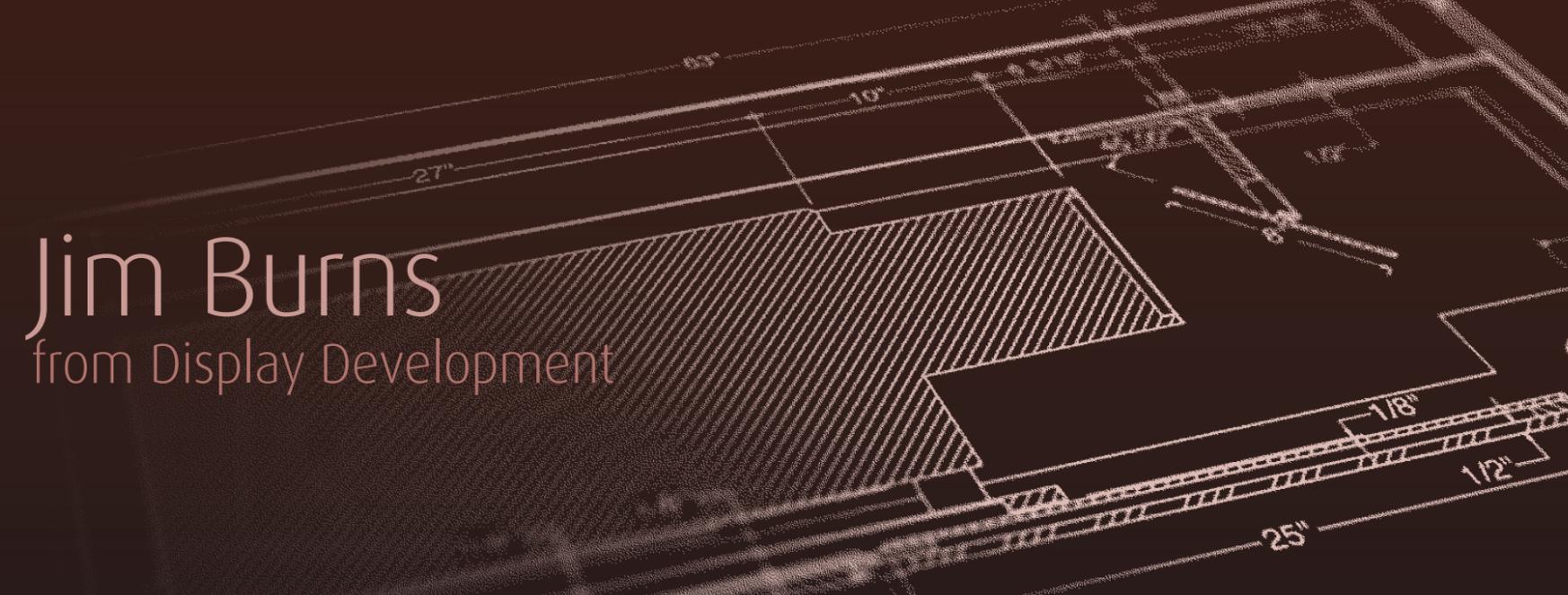
Barco Residential projectors are designed and built in our technology centers in Belgium and Norway. Belgium is home to the world's finest chocolates and traditionally brewed beers, while Norway is renowned for its Scandinavian design heritage. Know-how and craftsmanship not only belong to our culture, they're part of our DNA.





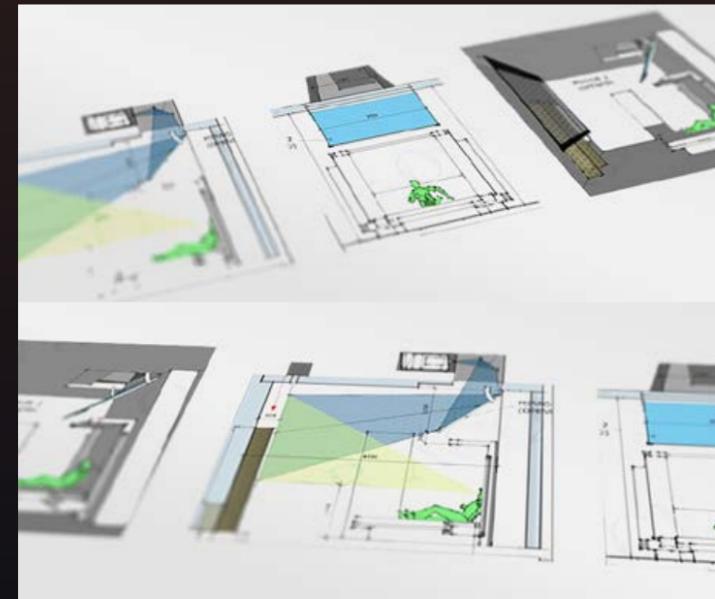
Jim Burns

from Display Development



The only thing that's certain is change – and the world of film is no exception. Years of constant improvements – combined with feedback from videophiles – have started to change the perception of what 'home theater' is. Now more than ever, the industry is shifting: what was once thought of as just home theater is now becoming *home entertainment*.

Households are no longer looking for just any old home-theater-in-a-box that you can pick up at your local electronics store. Each residence has a different set of circumstances, and customers are looking for ways to adopt home entertainment in more of their living spaces than ever before. The new trend is for more customized and architecturally integrated video solutions that go above and beyond what any mass-produced home theater solution can provide.



At the forefront of creating these industry-wide evolutionary changes is a company called Display Development, which specializes in custom residential applications, where high-performance solutions are manufactured to deliver the very best possible image quality. The company's core philosophy is simple: hide everything except the picture.

Providing the total solution includes state-of-the-art technology paired with industry-leading experience and integration – and Display Development offers clients an infinite range of installation possibilities. Over the years, together with our custom integration partners, Display Development has successfully integrated hundreds of In-Wall and In-Ceiling systems in client residences.

The 'hide everything' philosophy means that Display Development makes every effort to integrate systems without disturbing the natural state of the client's

residence. These specialized, integrated total solutions provide the best possible viewing experience, in which the only thing the client ever sees is the image.

Attention to the fine details is what makes Display Development so unique. These details range from custom cooling solutions to custom image calibration, and even web-based troubleshooting and diagnosis. Display Development ensures that all systems are custom-designed per the installation and performance requirements of each application.

Achieving this unique level of image quality coupled with architectural design is not possible without the right partnerships, and our custom integration partners are critical. In Barco Residential, we have found a partner that not only shares our vision but that can deliver the technology and solutions to realize that vision.





Designed for movie aficionados who crave the most delicate motion picture reproduction, Barco Residential brings you the best cinema at home experience, both in terms of image quality and exclusivity.



Projection technology beyond compare



The choice of movie professionals

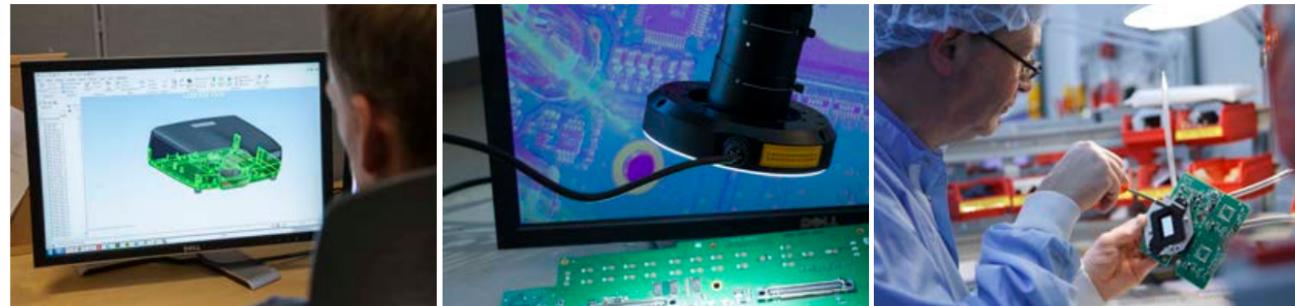
We pride ourselves on making the best projectors. Building on Barco's acclaimed postproduction and digital cinema projection technology, Barco Residential draws on the experience of movie professionals and cinematographers. Our projectors guarantee flawless representation of every minute detail and a life-like portrayal of colors.

What better way is there to guarantee movie connoisseurs the highest level of performance than by employing the same technology to project a film that the moviemakers use to make it?

A masterstroke of engineering



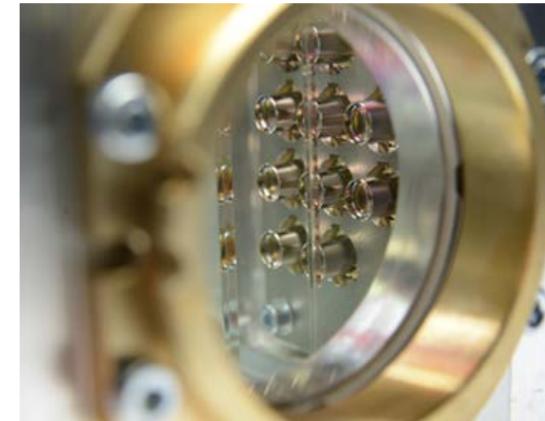
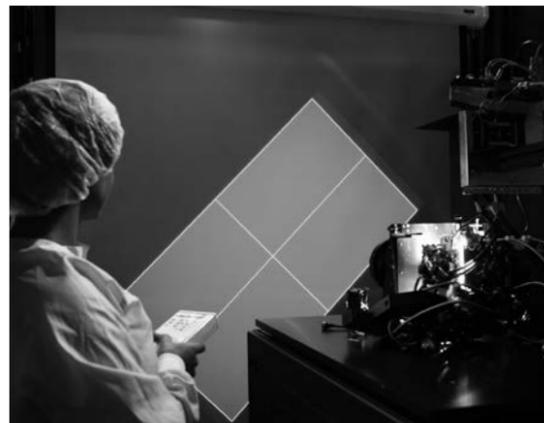
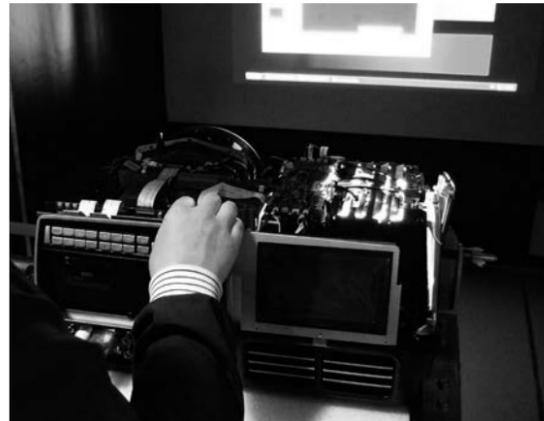
The state-of-the-art Barco Residential projectors are developed, manufactured, and treasured in our design centers in Belgium and Norway. They're designed from the ground up with one goal in mind – to show the best possible images in any setting. From purpose-built lenses and optics, to custom-made electronics processing and boards, all parts are specially crafted. Our full glass lenses, for instance, are carefully selected so that we can guarantee their glass is of the best quality.



Meticulously hand-built

Not every projector can claim to be hand-built. Ours can. Even though we are using state-of-the-art technologies for most processes – such as measuring, calibrating, assembling our electronics, and manufacturing the delicate optics and mechanics – every single step of the process is overseen by specifically trained professionals. Moreover, the assembly of vital parts is performed by hand. To guarantee ultimate quality at all stages of manufacture, our projectors do not travel down an automated production line.





Leading the way in laser projection

Barco's laser projectors offer superior image quality with, until now, unachievable brightness levels up to 56,000 lumens, increased contrast ratio, and vivid colors for a radically improved movie experience that's unmatched in the industry. The 2D and 3D images they display - with single lens operation - are 'laser-sharp' with superbly saturated and uniform colors. What's more, the 4K laser projectors are the first in the world to show 4K content at 60fps and 3D movies in full 4K resolution at exceptional brightness levels.



Skillfully crafted, rigorously tested

We not only design and manufacture our projectors with the greatest care, we also test them rigorously. The image quality of every single projector that leaves our factory is thoroughly measured and validated by our dedicated teams. Our in-house testing, research, and verification facilities include an acoustics analysis lab, a full-blown FCC-certified EMC lab, an optics lab, and environmental labs for lifetime and operational testing - such as temperature and vibration tests.

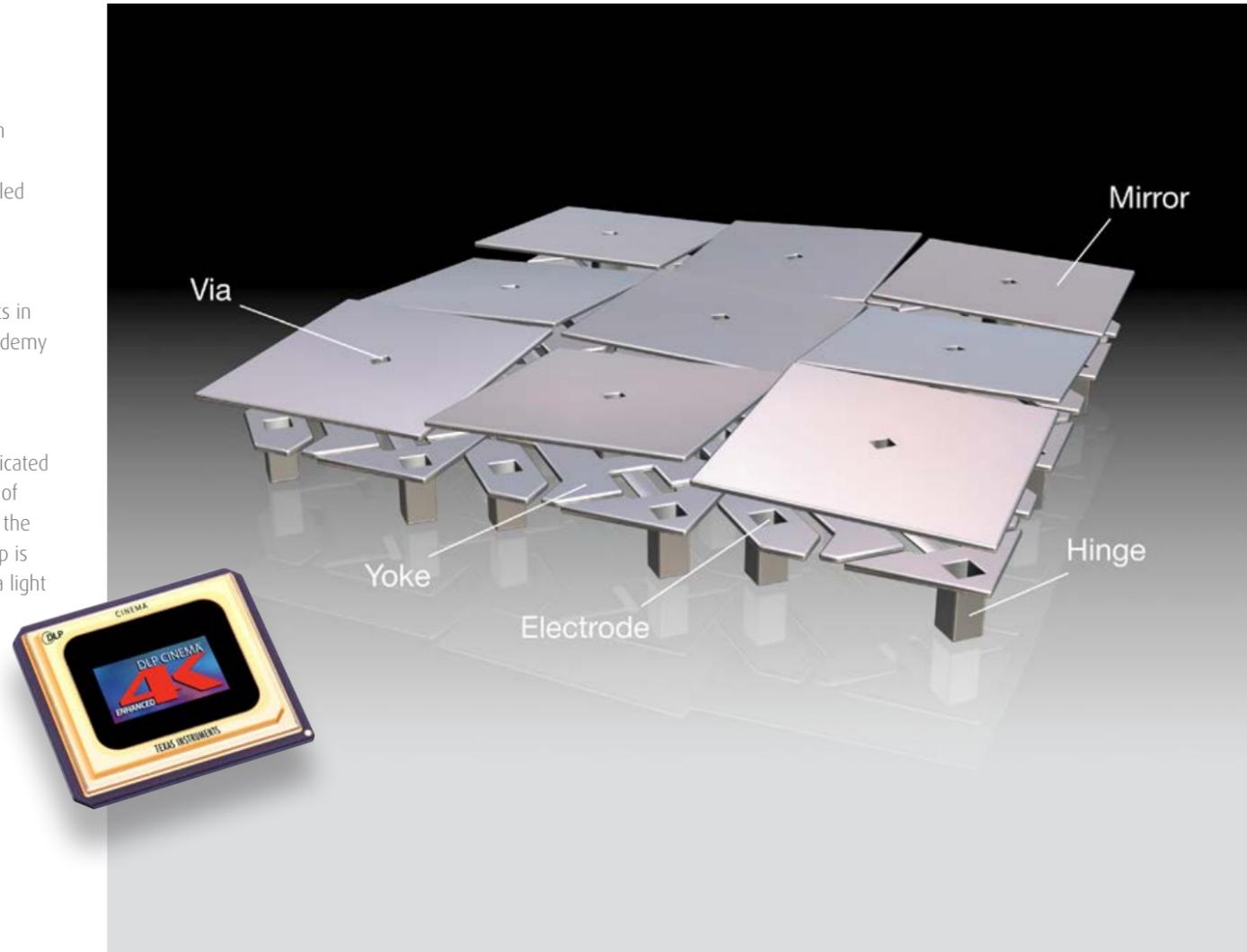
World-class technologies

1 | Award-winning DLP® technology

The design and technology choices we make when building a projector are critical – that's why Barco Residential exclusively uses DLP® technology, coupled with the highest quality optics, to achieve the best possible overall image quality.

Invented by Dr. Larry Hornbeck of Texas Instruments in 1987, the DLP® technology was lauded with an Academy Award® of Merit for its use in DLP® digital cinema projection in 2014.

The DLP® chip is probably the world's most sophisticated light switch. Every DLP chipset consists of an array of highly reflective aluminum micromirrors known as the digital micromirror device (DMD). When a DLP® chip is coordinated with a digital video or graphic signal, a light source, and a projection lens, its mirrors reflect a digital image onto a screen or other surface.



DLP® in numbers

A single 4K DMD chip contains more than **8.8 million** individually-controlled microscopic mirrors.

Each micromirror is about **one-tenth** the thickness of a human hair

Patented DLP cinema chips can project over **35 trillion** DCI-accurate colors



DLP® technology delivers crystal-clear, razor-sharp and lifelike images for ultimate picture quality. It's capable of displaying extremely high contrast ratios, providing a stunning viewing experience with crisper whites, ultra-rich blacks and images that pop.

2 | Sealed optical architecture

Sealed optical engines are a hallmark of Barco's projectors. Thanks to the patented, hermetically-sealed enclosure in our 'Cinema at home' projectors, dust cannot reach the DLP® chip, which ensures many years of undiminished brightness and contrast levels.



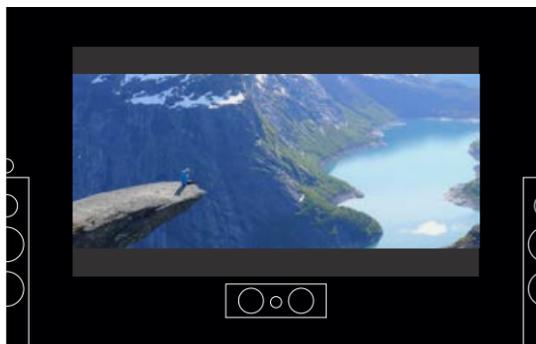
3 | Ultimate color convergence

The 'Cinema at home' projectors feature our unique and highly acclaimed analog color convergence mechanism. By allowing the green and red DMD chips to be manually adjusted, perfect convergence can be achieved. This attention to detail renders images sharper and more immersive than ever before.



4 | Native CinemaScope

Let's look for a moment at how information is stored on a Blu-ray Disc: most ultra-widescreen movies (shown on a 16 x 9 screen) are displayed with black bars above and below the image. The aspect ratio is correct and all information is available, but the display's full resolution or brightness is not being used. The resolution of the actual film image in 2.39:1 is approximately 1,920 x 800 pixels. In order to produce a wider image in 2.39:1 format, you have to either scale or zoom up the image, or use a combination of both.



native CinemaScope projection

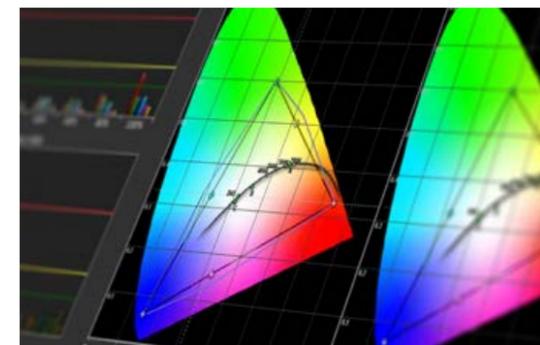
Developed in close cooperation with Texas Instruments, our Orion and Optix CinemaScope projectors support a 2,560 x 1,080 resolution while providing native CinemaScope 2.37:1 images without the use of anamorphic lenses. This Barco innovation represents a 78% increase in pixel count over Full HD resolution for CinemaScope content (the standard for most feature films).

This means that you no longer end up with black bars on the top and bottom of your image, and you avoid losing a lot of the available real estate and resolution. The result: a much more immersive experience!



5 | Advanced color management

Barco Residential projectors are not only accurately calibrated when they leave our factory, our color management system allows you to calibrate them, simply and precisely, to a desired white point or grey scale as well. The system enables you to perform the necessary color management adjustments yourself to create the best visual experience in any situation.



6 | Easy to integrate and control

Barco Residential projectors are compatible with a number of home automation systems, and can be controlled over IP or RS232.





The collection



Theater series

Tailored to dedicated theater rooms or controlled light environments, the Theater projectors are designed for the true cinephile who desires accurate images and consistent Rec. 709 color performance, as intended by the movie director.



Media room series

Optimized for environments with greater ambient light, the Media room range offers a substantial increase in brightness compared to their T series counterparts, delivering excellent image quality in adverse lighting conditions. Perfectly suited for rooms where fun and entertainment are the order of the day.



Cinema at home series

These exceptional projectors are the ultimate expression of Barco Residential's unwavering dedication to craftsmanship and image quality. Built with the best professional cinema technologies, they have been exclusively enhanced for the home environment. The choice of film professionals, they epitomize everything Barco Residential stands for.







Wim De Vos

from Genesis Technologies



Cinema at home

Ever since the Lumière brothers wowed Paris audiences with 'La Sortie de l'Usine Lumière à Lyon' in 1885, cinema has been a source of excitement, amazement and joy. More than any other medium, cinema can transport us to another place or another time. For an hour or so, we can be astronauts or dinosaur hunters, we can enjoy a beautiful romance or laugh along with our favorite comedy.

The best cinema is pure escapism and the movie industry has long understood that by presenting their movies in the best surroundings and with the correct technical design. In this way cinema goers find it much easier to 'suspend their disbelief' and lose themselves in the impossible events on screen.

Home cinema has become incredibly popular as we seek to recreate the magic of the movies in our homes. Sadly,

although the content remains the same, the presentation of sound and image at home is often compromised. Without a large, bright image or truly dynamic audio, we cannot lose ourselves in the movie. A TV can never truly portray the vast emptiness of space or a bustling Manhattan skyline, nor can a typical audio system realistically recreate the impact of an explosion or the delicate sound of rustling leaves.

Creating ICE

Just like sailing a yacht or driving a sports car, true cinema at home is an experience. That's why we created Individual Cinema Experience (ICE), recognizing the demand for beautiful entertainment rooms where escapism and 'the suspension of disbelief' are guaranteed.

ICE is the ultimate expression of technology and design working together in harmony to deliver the most engaging entertainment experiences on the planet. In everything we do, we believe in challenging the status quo and going beyond what is currently being offered. ICE combines technical and engineering excellence with stunning architecture and exquisite interior design. With equal importance placed on style and performance, both are optimized to offer our clients an unparalleled experience. We achieve this by applying an engineering approach and a repeatable process to designing, testing and delivering.

Buying an ICE cinema is not different from buying a yacht or luxury sports car: the client can select from a number of esthetic options, like colors and seating, but always based on a proven 'chassis', a matching 'engine', and a proven build process.

ICE is founded on four performance pillars: Ultra Dynamics, 360 Sensory Envelopment, One Row Closer, and Perfect Bass. We engineer the projector and screen system to match the viewing angle with the source resolution and maximize picture size across the entire range of current and future formats. Not only can this system create any aspect ratio, it can also present multiple sizes of the same aspect ratio for different source resolutions, and even for different audience configurations. But of course the best way is to experience Individual Cinema Experience in person. Feeling is believing...

At ICE we are experts in the design and specification of cinema rooms but we rely on our ICE integration partners to translate this vision into reality and deliver our world-class ICE cinemas to the client's home.

A shared commitment

To create an experience like ICE and fulfill the required performance pillars, you have to work with partners that share a commitment to delivering only the finest end result in the industry. This includes the highest image quality video sources to energize and excite all of your senses – an aspect too often overlooked or undervalued, even in custom-built theaters. That's why Genesis Technologies chooses to use Barco Residential projection technology exclusively – as part of its ICE™ Cinema – for DCI-compliant projection at home. Sharing the same values, Genesis Technologies is proud to be part of the Barco Residential story.

www.ICE-cinema.com



Where *technology* leadership meets *architecture*



Barco Residential is much more than the creator of the world's best projectors for the finest home theaters and media rooms. We bring innovative visual experiences to all areas of the finest residences, combining technology leadership with architecture and interior design.

Be inspired by some of these application-based solutions, built by our custom integration partners, using our established components and process to create a fully integrated solution that suits your home perfectly.

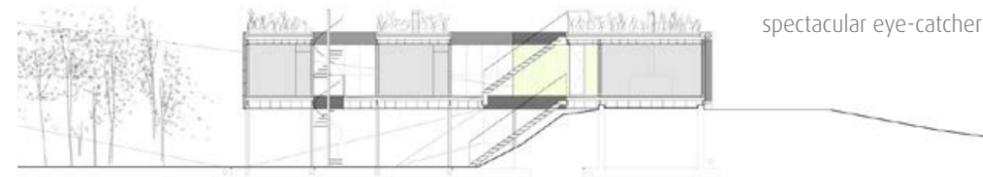
1 | The ultimate home office

Blending work with play, we've re-thought the high-end home office with a solution that includes large custom-designed, high-resolution screens. In this way, you can work with multiple content sources and freely arrange them on screen. The intuitive user interface integrates seamlessly with professional video conferencing tools – from Cisco or Polycom, for instance – or can be connected wirelessly via the Barco ClickShare presentation system. Beautifully integrated into the design of your home office, work will never be the same again.



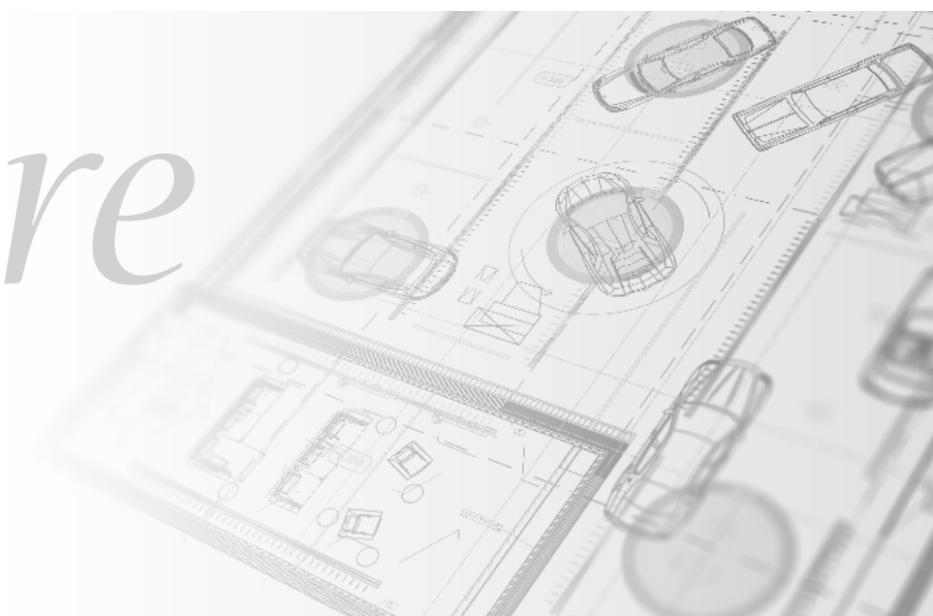
2 | Barco TV, re-imagined for the 21st century

You can now create your own integrated custom-sized TV, with CinemaScope or 16 x 9 aspect ratio. Drawing on our leadership in projection, lens, and display technology that was originally developed for commercial cinemas and mission-critical control rooms, Barco Residential enables you to indulge in viewing experiences that have cinematic impact. And guess what? This solution complements the architecture of your favorite room.



3 | Get creative with LED

Put an exceptional finishing touch on your residence with the world's premium LED and image processing technology. From giant high-resolution screens for outdoor entertainment spaces to architectural canvasses throughout your home, the only limit is your imagination. Providing unsurpassed image quality with stunning colors, Barco Residential's LED technology allows you to create spectacular eye-catchers.



Movie director Michael Bay outfits home theater with Barco

When Movie Director Michael Bay recently built his stunning new home in the exclusive East Gate Bel Air neighborhood, he naturally wanted a digital cinema projector befitting the quality and grandeur of his new home cinema. Based on his exclusive preference for Barco projection in his movie-making endeavors, a Prometheus-class 4K Barco projector was the clear choice.



"It's simply the best."

"I've worked with Barco for 15 years, it's my one and only projector," Bay says. "When I present my large-scale films to audiences for screening, I bring in Barco equipment. I obviously wanted the very latest and best technical specs out there - and, with the image being the most important thing to me, I knew my theater had to have a Barco projector." Bay selected the Barco DLP Cinema® 4K projector, because "It is simply the best."



Elevating the home movie experience dramatically

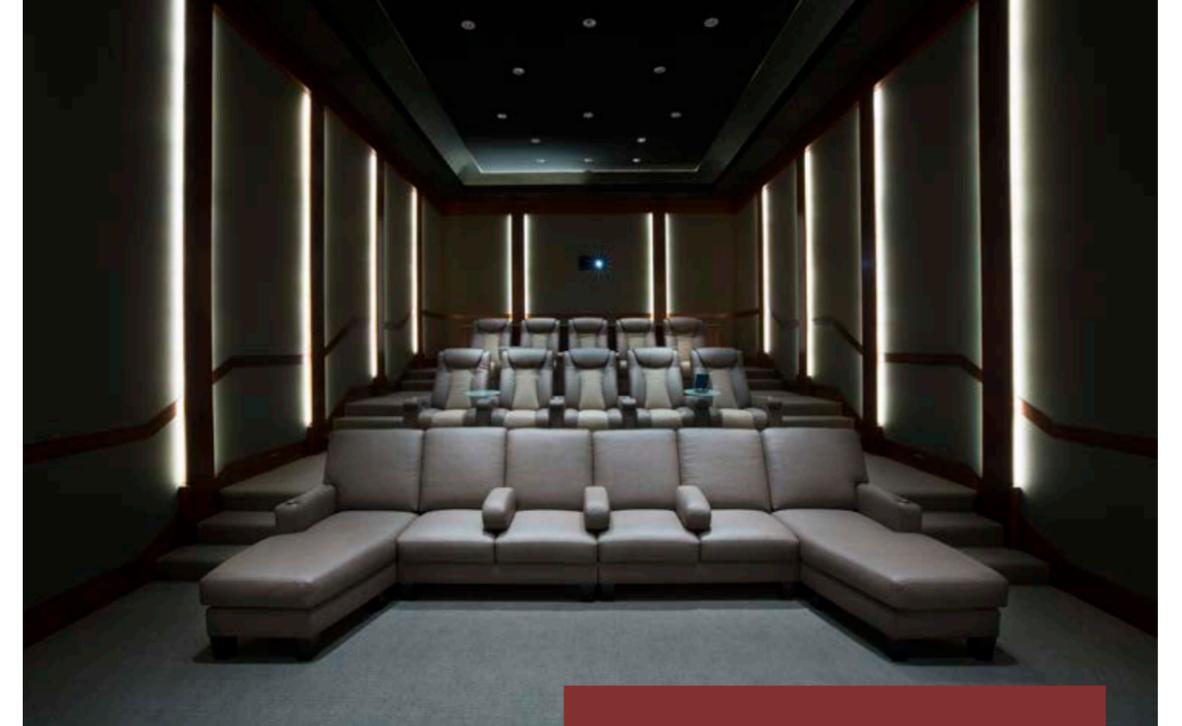
The 4K Barco projector was the perfect solution for providing stunning brightness, excellent contrast and picture-perfect color on the home theater's 25-foot screen. Presenting both 4K 2D images at 60 fps as well as vibrant 4K 3D images, this projector elevates the home movie experience dramatically.





Award-winning home theater installation

A family in Plano, Texas, had a large wish list for their new home theater: the largest canvas possible for widescreen and multi-screen viewing; ultra-HD resolution and pristine color images; a high-fidelity, immersive audio system; and multiple tiers of seating with excellent viewing from any angle. Plus, all equipment had to be elegantly concealed.



Lauded with two awards

- **Best Overall Home Theater award**
CEDIA Expo 2014
- **Home Theater/Media Room Project of the Year above \$50,000 CEA award**
2015 International CES

A perfect picture

Hometronics, Display Development, Barco and other partners delivered a sophisticated, multi-faceted entertainment experience – featuring a Barco 4K DCI projector, which delivers superior brightness, black levels, color space and high resolution for a perfect picture. A 1.89 aspect screen with four-way masking presents the largest possible image for TV, movies and gaming. The world's first residential Auro-3D® system completes the package – delivering high-impact and crystal-clear fidelity to create an enveloping soundstage from every speaker in the theater.



Courtesy of Kevin Hecht Photography



*I knew my theater had
to have a Barco projector.
It is simply the **best**.*

Michael Bay, movie director



*Barco projectors produce the **best**
and **brightest** image.*

Jerry Bruckheimer, movie producer and 'Cinema at home' owner





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