



**Barco – Laser Projection**  
Next-Generation Projection Systems  
*2012 Hollywood Post Alliance Tech Retreat*

*Theodore Marescaux, PhD*  
*Product Manager Digital Cinema*

**BARCO**

Visibly yours

# Barco Laser Demo @ Moody Gardens - Jan'12



Expanded Gamut

De-speckeled

600W laser light

55,000+ lumens

# LASER

Harkness Unity gain screen

2,300:1 contrast

23 ftL on a 70ft screen

1.38" 4K DLP projector



# Why a Laser demo now?

Technical  
Pioneering

Customer Value

Market  
Education

Benefits & Challenges  
Regulatory

Industry  
Discussion

Your inputs

# LASER Benefits

Expanded Gamut  
**Image Quality**  
Contrast  
Color



The image contains two icons: a color gamut chart on the left and a checkerboard pattern on the right.

Ansi Lumens  
**Brightness**  
Stable Light-output  
Dimming



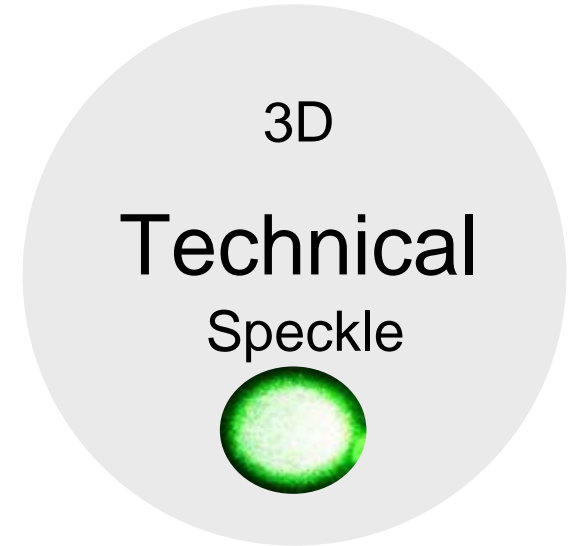
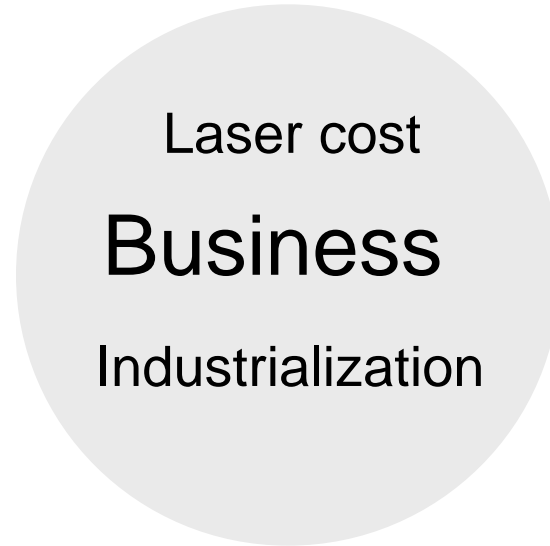
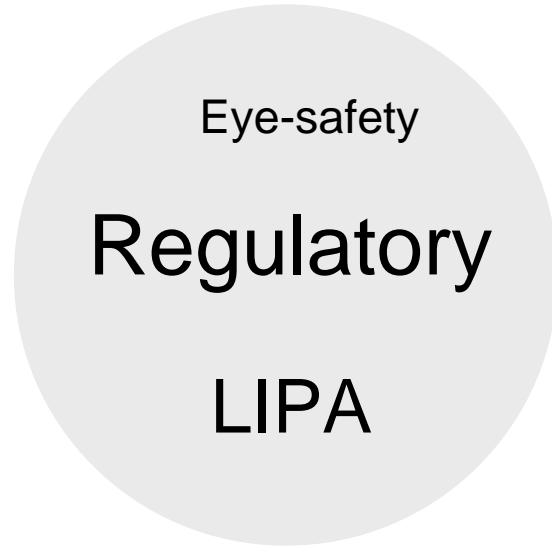
The image shows a red laser beam graphic with a bright white spot in the center.

TCO  
**Efficiency**  
No lamp replacements  
Retrofits



The image shows a square icon with a dollar sign and a minus sign, and the text 'LOW TCO' below it.

# LASER Challenges



Laser  
Laser Laser Laser  
Laser  
LASER  
**Let's Talk!**  
Laser Laser Laser  
LASER LASER LASER  
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