

Press release

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For immediate release

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Canada-based Empire Theatres selects Barco for 300+ screens

Empire Theatres Limited, the second largest movie exhibitor in Canada, is moving forward with deployment of 2D and 3D digital cinema projectors in all 50 of its theatres.

Rancho Cordova, CA — [24 June 2010](#) — Barco, a global leader in digital cinema projection, is proud to announce that it has been selected by Empire Theatres Limited, of Canada to provide Barco Series II projectors to more than 300 of their screens. Utilizing the industry's most extensive family of six (6) Series II digital cinema projectors from Barco, Empire Theatres' customers will enjoy the highest quality, brightest digital images at their theatres across Canada for both 2D and 3D blockbuster movies.

Empire Theatres is Canada's second largest exhibition company with headquarters in Stellarton, Nova Scotia. With more than 30 years in the motion picture exhibition business, Empire Theatres owns and operates 50 theatres, with 380 screens employing more than 2,500 employees. Empire Theatres already employs 50 Barco projectors on 3D screens at many sites, with the latest deployment showing Disney's Toy Story 3.

Empire Theatres did their due diligence, going well beyond the marketing materials and tested multiple projectors. "Barco met all of our requirements and excelled in our tests for quality, reliability and serviceability, while putting the best and brightest image on screen," explained Valerie Ryan, VP Real Estate & Development for Empire Theatres. "Barco's wide range of Series II projector models allows us to put the right projector on the right screen, enabling cost savings across the board."

"Our partnership with Barco will allow us to finalize our move into the digital age with the confidence that comes from knowing that our customers will be viewing the best 2k and 4k digital images possible, and that our staff will be fully comfortable with their projector operation," commented Ryan. "The commitment from Barco, from the top down, is to provide the utmost in projector value and service. We respect that commitment and it was a critical factor in our decision."

Empire Theatres will be installing Barco Series II model DP2K-15Cs and DP2K-20Cs, along with the industry's brightest projector, the 4K expandable DP2K-32B, featuring Barco's proprietary and patented liquid cooling designs, modular construction, sealed optical engines, Smart Power Systems and Diagnostic Companion. These systems incorporate the Doremi integrated media block advanced server technology for Series II. Installations will begin in the fall and continue into next year.



Press release

Danny Sergeant, VP North America-Managing Director, Canada, who will be overseeing the project deployment in his new role serving the region, comments "Barco knows that Canada and important clients such as Empire Theatres are critical to the success of its organization. We are committed to serving Canada with our full complement of resources and services."

"We are pleased to continue our relationship with Empire Theatres," said Todd Hoddick, VP of Barco Digital Cinema North America. "Empire Theatres' decision to use Barco as their selected digital cinema projector provider speaks volumes about the mutual respect we have developed through the years. We're excited to embark on this long-term engagement and provide Empire Theatres with all of the technology and services they require to fully embrace these robust digital technologies now, and in the future."

Joe DeMeo, Director of Sales for Barco Digital Cinema NA, adds "It is truly a pleasure working with the Empire Theatres team and providing them with the highest quality products and services as only Barco can. It's obvious that they're dedicated to providing their customers with the ultimate theatre experience, and we're honored that they've chosen us to help them accomplish this goal."

About Empire Theatres Limited:

Empire Theatres Limited is a Canada-wide film exhibition company providing an exciting out-of-home entertainment experience including traditional film exhibition as well as other content using its digital and satellite capabilities.

Empire Theatres Limited is a 100% owned subsidiary of Empire Company Limited that owns and operates 50 theatres across Canada with 379 screens, including one IMAX theatre in Halifax, NS.

The Empire Theatres' corporate headquarters are located in Stellarton, NS, with regional offices in Halifax, NS; Toronto, ON; and Calgary, AB. With approximately 2,500 employees, Empire Theatres provides excellent employment opportunities for the youth of Canada in an exciting and energetic industry.

For more information, please contact:

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About Barco

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with about 3300 employees worldwide.

