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Kinopolis Group Press release
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Kinopolis Belgium, France and Spain launch Dolby 3D Digital Cinema

Kinopolis Group adds yet another dimension to the cinema experience

During simultaneous press conferences held in Brussels, Lomme (Lille) and Madrid today, 13 November 2007, Kinopolis Group presented its 3D system to the press.

On its way towards integral digitalisation with HDDC (High Definition Digital Cinema), Kinopolis, in conjunction with Dolby Laboratories, Inc., Barco and Texas Instruments (DLP Cinema®) is embarking upon the path of 3D digital cinema. This latest-generation relief cinema constitutes another milestone in the technological development of Kinopolis.

So far, 17 Kinopolis complexes have equipped one auditorium each with a Dolby® 3D Digital Cinema system: all the Kinopolis complexes in Belgium (10) and in France (6) and the Spanish megaplex Kinopolis Madrid. *Beowulf 3D* is scheduled to be released this month. The Belgium world premiere of *Fly me to the Moon* in 3D is scheduled for January 2008.

3D, past and present

3D today cannot be compared with the 3D of yesteryear from film and simple colour lenses. The high quality of Digital cinema DLP technology and the high tech filter technology used by Dolby 3D today is a much more compelling experience.

To display the 3D image, the Barco digital cinema projector with a Dolby 3D colour filter wheel modification projects left eye and right eye images in sequence at a high frame rate. Movie-goers view the clear, high quality 3D images through passive Dolby 3D glasses. The glasses are extremely durable lightweight high performance devices that are designed to be used hundreds of times, eliminating the need to reorder glasses and minimizing environmental impact. Upon entering the auditorium, cinema-goers will be given a pair of these battery-free 3D glasses, allowing them to experience the 3D movie in comfort. These glasses simply are deposited in the collection baskets on the way out.

Major Hollywood studios are backing new 3D techniques with anticipation that the 3D experience will drive larger audiences into the state-of-the-art shows.



3D, system chosen

Kinepolis Group opted for what it considers the most appropriate and revolutionary system, Dolby 3D Digital Cinema. In combination with Barco's DLP Cinema projectors, which have been providing digital cinema in Kinepolis complexes for years, the Dolby 3D system offers the ability of showing 3D pictures on the conventional white screen. Once the initial audiences fall off, the 3D movie can be moved to smaller auditoriums equipped with Dolby 3D Digital Cinema systems and Barco DLP Cinema projectors later in the run using the standard screens. In addition, the Dolby 3D Digital Cinema system supports both 3D and 2D presentations without the need for a dedicated 3D auditorium. The system enables switching between 2D and 3D using the same projector and auditorium.

3D, movie

Owing to the high hopes it carries, Kinepolis decided on the prestigious movie version of the *Beowulf* saga (Warner Bros, release 21 November) as the first to grace its screens in 3D. This animated live action movie is also available in the conventional 2D version. *Fly Me to the Moon* (release 2008, premiere in Belgium in January 2008), a cartoon movie from the Belgian studio nWave Productions, was devised in 3D right from the outset and will only be shown in cinemas in the 3D version. A world premiere! What's more, a highly promising 3D line-up to look forward to over the next few years included movies such as: *U2 in 3D*, *Avatar*, *Tintin*, *Shrek 4*, *Toy Story 3*, etc.

3D, welcome

Cinema-goers are first and foremost in search of an unforgettable experience that will carry them away, an emotional cyclone. And to symbolise this, as the central element in its 3D launch campaign, Kinepolis Group has opted for the ultimate expression of emotion and a key factor throughout the history of cinema: the kiss.

On the basis of film kisses throughout the years, the campaign illustrates how film performances and the experiences they offer have advanced, how the basic emotion represented by a kiss has developed and expanded more and more over the years. In its pioneering role in the field of innovation and the adoption of new technologies, Kinepolis Group fulfils an important function when offering these ever more intensely depicted emotions.

To present this new cinema experience to the general public, on Sunday, 2 December Kinepolis Belgium is opening a 3-D auditorium in each of its complexes. That day, cinema-goers will be able to walk in free of charge. They will be given a pair of 3D glasses and treated to a demonstration that provides a foretaste of what they can expect from 3D. Kinepolis Madrid is also opening its 3-D auditorium from 15 to 18 November.

In Belgium, a "3D kiss-mobile" will be visiting the Kinepolis cities (Antwerp, Brussels, Liège, Hasselt, Leuven, Ghent, Braine, Ostend, Brugge, Kortrijk) on 16, 17, 18 and 19 November. Those who dare will be able to sit in the back seat and ... kiss as well as they can. Their photo will be taken and put up in the Kissmobile gallery at www.moviekiss.be. The best photos will receive a 3D jacket and be included in the demonstration on 2 December. And the kissing does not end there. As of Wednesday, 14 November the moviekiss e-game takes off on www.moviekiss.be.

The press will be given the opportunity to discover the very first 3D film, *Beowulf*, at Kinepolis Madrid on 15 November, at Kinepolis Brussels on 16 November and at Kinepolis Lomme on 20 November. If, as a journalist, you would like to attend one of these press events, please contact the film distributor, Warner Bros. Belgium, France or Spain. *Beowulf 3D* is scheduled to be released on 21 November in Belgium and France, on 23 November in Spain.