

The Look:

## cineo3+ 1080 projector from projectiondesign gets The Look

Fredrikstad, Norway, 25 July 2007 – The latest post production facility to use the cineo3+ 1080 DLP™ projector from projectiondesign is The Look based in Soho, London, UK. Discreetly installed inside a completely new digital intermediate grading and online editing suite, the projector is used for screenings of commercials, drama, documentaries and feature films, as well as for client review. The projector was sourced from exclusive UK projectiondesign distributor, RGB Communications and supplied and installed by audio visual specialists AVE Systems Ltd.

Perfectly calibrated to HD standard REC709 colour space, the projector displays a combination of HD and SD format images on to a 72-inch sized screen in 16:9 mode. All images displayed are fed from a Quantel eQFX RGB online and grading system using a Lasercache Panther HD-SDI to DVI-D converter.

Thomas Urbye, MD at The Look comments, “We offer our clients a complete post production package and have the flexibility to work with a broad range of workflows for film, HD or SD video production. It was important that we chose the right projector and the right company to manage the installation. Our new suite creates a huge amount of ‘Wow Factor’ for the large screen viewing of images for our clients. Clients who are sitting in the room can perfectly see rich, natural colours and high-resolution moving images from anywhere that they are sitting and there is no viewing angle issue.”

“Only one lamp is run offering significant running benefits and the image quality produced is outstanding. In a nutshell, the cineo3+ 1080 is the most cost effective solution for the reproduction of 1920 x 1080 images.”

“We’re experiencing a growing success in this market where only the most advanced image processing and technology are considered. The cineo3+ 1080 projector from projectiondesign is a true 1080p HDTV resolution projector that uses single chip 1920 x 1080 DLP™ technology and each projector has been individually calibrated to its application” adds Anders Løkke, Marketing & Communications Manager for projectiondesign.

The cineo3+ 1080 projector is ideal for the post production environment since it effectively reproduces a rich palette of colours, and strongly saturated images thanks to the Texas Instruments® BrilliantColour™ technology, and projectiondesign’s proprietary RealColor system incorporated at the heart of the projector. RealColor simplifies colour management, calibration and set up for perfectly rendered natural images. The maximum contrast ratio can be set up to 7500:1 and has a brightness output of up to 3,500 ANSI lumens