

# Press release

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## Cobb Theatres choose Barco for launch of luxury CineBistro restaurant-theaters

**New upscale dining/movie venues enhanced by Barco DP-1500 and DP-2000 digital cinema projectors.**

Sacramento, CA — June 18, 2014 — Visualization pioneer Barco announced today that Cobb Theatres of Birmingham, AL, has purchased and installed Barco digital cinema projectors into its first three CineBistro theaters now open in Tampa and Miami, FL. CineBistro is a new entertainment concept that combines luxury movie-going with premium dining and beverage service. Customers can view first-run or independent movies in their own reserved, luxurious leather rocking chair while enjoying gourmet cuisine and premium wines and cocktails.

A CineBistro consists of a lounge/bar area and multiple theatres, typically five to seven screens, each seating between 80-100 customers in a luxury restaurant setting. After dining the tables are rolled back and patrons enjoy a movie in what Cobb Theatres describes as a true “private Hollywood movie screening experience within an intimate, boutique setting.”

When designing the CineBistro concept, Cobb Theatres chose to go premium class in every way possible with the digital projection and sound system as a key component. After carefully evaluating their projector options, Cobb Theatres chose Barco as their projector provider for the CineBistros. As long time Barco customers, Cobb Theatres was well familiar with the superb quality, high efficiency, and proven reliability of Barco digital cinema projection systems.

Barco DP-1500s and DP-2000s were installed into the first three CineBistros. Each venue has at least one 3D capable theater that requires the higher light output of the DP-2000. For the Hyde Park (Tampa, FL) CineBistro, a Barco ACS-2048 alternative content switcher was also installed. The ACS-2048 takes additional input signals, such as a DVD or satellite feed, and scales and routes those signals to the digital cinema projector. This system effectively expands a theater’s display capabilities beyond movie features feeding to the projector off a server. This multi-source inputting is an important capability for Cobb Theatres, who envision the CineBistros as venues for private corporate events and viewing live telecasts like boxing bouts and concerts.

According to Jeremy Welman, Chief Operating Officer for Cobb Theatres, Barco has been a preferred vendor partner as his company advances to full digital projection deployment in all its theaters. The recent CineBistro installations are simply part of this bigger, on-going trend. “Barco has been our choice for digital

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cinema projectors for several reasons," Welman explained. "The superior image quality, energy efficiency, and Barco's desire to work closely with us and to stand behind their products are all important factors. In the CineBistro, where we're selling a premium dining and viewing experience, we naturally had to provide our patrons with the very best image quality, just as we do in all our theaters. So in the end it was really a pretty easy decision for us to stay with Barco projectors in the CineBistros."

Welman's comments were amplified by Joe DeMeo, Barco Director of Sales, Digital Cinema Division, who is closely involved in the Cobb Theatre account. "Cobb Theatres have Barco projectors for about fifty screens total so they're sold on Barco from a quality and technical standpoint," noted DeMeo. "I think that it's significant that Barco is playing a key role as Cobb Theatres grow this exciting new concept in dining and movie going. These first three CineBistros are just the start of what I think is going to become a very popular trend in dining and movie-going."

## **About Cobb Theatres**

*Cobb Theatres, based in Birmingham, Ala., is a progressive motion picture exhibitor operating 193 screens at 14 locations throughout the southeastern United States. CinéBistro is a new concept created by Cobb Theatres that currently is being developed around the country. Currently CinéBistro has locations in Miami and Wesley Chapel and is under construction in Vail Village. For more information on Cobb Theatres or CinéBistro, visit [www.cobbtheatres.com](http://www.cobbtheatres.com).*

## **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. Barco posted sales of 725 million euro in 2008.*

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