

Christie Previews 4K at IBC

Date: 08-31-2010 10:33 AM CET

Category: [Leisure, Entertainment, Miscellaneous](#)

Press release from: [Herman & Almonte Public Relations](#)

Agency: **Herman & Almonte Public Relations**

Christie®, the leader in digital cinema projection, will present a pre-launch demo of its new Solaria™ Series 4K DLP Cinema® projector line for digital cinema at IBC2010 in Amsterdam, September 10-14. Taking the lead with the world's first demo of a DLP Cinema solution in 4K, the new Christie CP4230 features the enhanced 4K DLP Cinema chip from Texas Instruments (TI) (NYSE: TXN) and is designed to be compliant with the Digital Cinema Initiatives (DCI) specification. It is the most robust and cost-effective 4K solution available today, based on time-tested, highly reliable DLP Cinema technology.

Built on extensive experience with over 14,000 digital cinema installations worldwide, Christie's 4K solution incorporates the proven design concepts of the world's best selling digital cinema projector line, the Christie CP2000. The projectors are the only DLP Cinema solution with the Christie 4K+4 advantage, which includes: Christie Brilliant3D™ technology for high performance 3D, Christie Pixel Track™ technology for perfect image quality, simple maintenance procedures, and the lowest cost of operation in the industry. For those looking to upgrade their existing systems, Christie also offers more options than any other manufacturer for fast conversion including the "15 minutes to 4K" upgrade process.

"Christie is continuously investing in new product innovations to offer our customers the widest possible choice for their audiences," comments Craig Sholder, vice president, Entertainment Solutions, Christie. "We understand how important it is for exhibitors to safeguard their long-term technology investment, particularly as more 4K content comes on the market. Our experience with the 1.2" DLP Cinema chip has given us an advantage over the competition on developing premium 2K and 4K technology to keep pace with the digital cinema rollout."

Christie is scheduled to launch the Christie 4K Solaria Series this fall with shipments beginning in early 2011. Pricing for Christie 4K digital cinema projectors is anticipated to be 35% above 2K projector pricing. Development of Christie 4K solutions for markets beyond cinema will be based on market demand.

IBC2010 takes place at the RAI Center in Amsterdam, the Netherlands. Visit Christie in Hall 11, Stand E 72.

About Christie®

Christie Digital Systems USA, Inc. is a global visual technologies company and is a wholly-owned subsidiary of Ushio, Inc., Japan, (JP:6925). Consistently setting the standards by being the first to market some of the world's most advanced projectors and complete system displays, Christie is recognized as one of the most innovative visual technology companies in the world. From retail displays to Hollywood, mission critical command centers to classrooms and training simulators, Christie display solutions and projectors capture the attention of audiences around the world with dynamic and stunning images. Visit www.christiedigital.com.

Herman & Almonte Public Relations
261 Madison Ave
New York, NY 10016

For more information contact:

Dorina Belu, Christie
(519) 749-3323
dorina.belu@christiedigital.com

Mario Almonte, Herman & Almonte Public Relations
(212) 616-1190, ext. 267
malmonte@herman-almontepr.com

[You can find this press release here](#)