



Barco's HDR technology explained in an engaging masterclass by Anthon Muller at 55th IFFI

**'We have 3 form strategy: Educate Moviegoers, Entice Post-Production Houses and Encourage Exhibition Halls':
Anthon Muller**

Barco's HDR offers Superior Contrast and Exceptional Uniformity

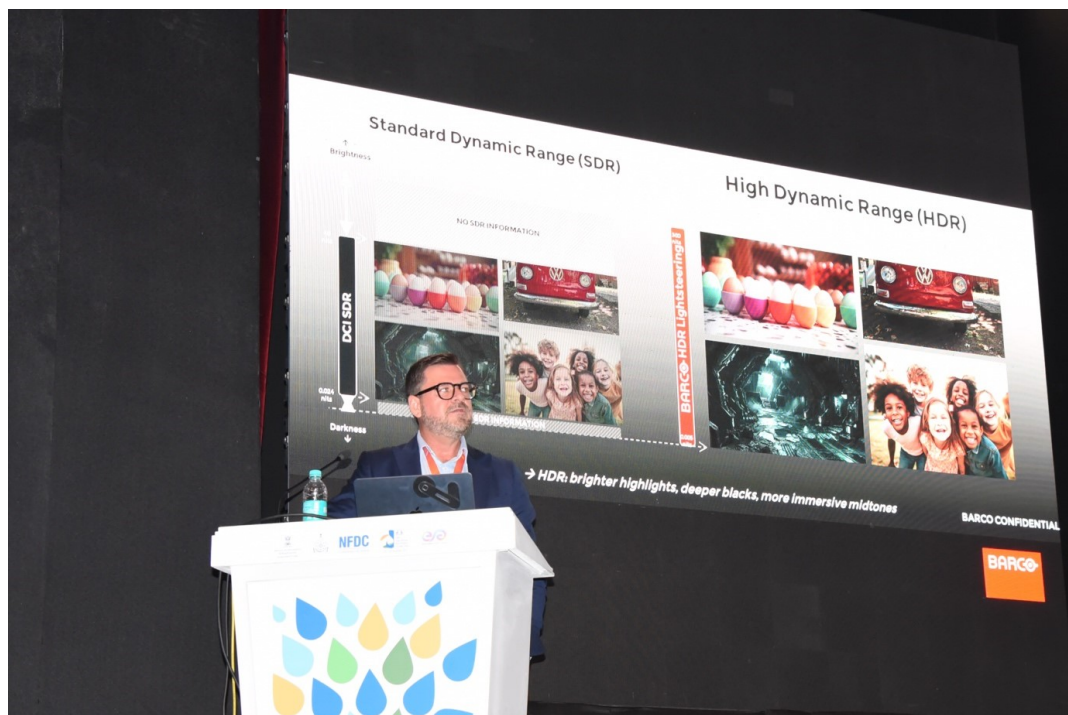
#IFFIWood, 24 November 2024

The fifth day for the delegates commenced with an evolution to the HDR technology at 55th IFFI in the Kala Academy, Goa. In day's first masterclass on 'Laser for Post-Production and Evolution to HDR', Mr. Anthon Muller, Global Strategic Director, Barco Cinema enlightened the audience about the future of Post-Production and Projection with Barco's patented HDR technology.



At the outset, Anthon captivated the gathering with an audio-visual presentation on the effects of HDR technology in cinema followed by a half-hour immersive session on the rather abstruse subject, decoding it in a real simple way.

In the HD era, all are exposed to LED, QLED screening; even through I-phone or, I-pad HDR screen are also quite in grip to a good number. But in the realm of Cinema Projection, or post-production work using even laser technology, let alone HDR, is quite a revolutionary concept. According to Anthon's statistics, 99% of the post-production houses worldwide still use lamp-based set up. With Barco, Anthon aims to change that scenario and for that in his words, "We have 3 form strategy: Educate Moviegoers, Entice Post-Production Houses and Encourage Exhibition Halls."



During the entire masterclass Anthon specifically highlighted the advantages of using HDR over SDR and substantiated his claims with examples, illustrations and statistics. Journeying with him from the lamp-based projection to Laser based HDR through the lane of Digital Projection Technology was

quite an engaging experience for the audience.

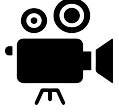
The Laser HDR technology is going to be a gigantic step-up from the existing SDR in the world of making and experiencing cinema. And if one goes by the claims made by Anthon, it will be much more cost-effective even. Anthon simply claimed that since he is constantly exposed to Barco's HDR all the time in his workplace, his taste has got spoiled now. And he is upgrading the entire screening system in his home to laser based HDR one.

Anthon also accepted the fact that moviegoers need to be fed with more insights to the technology in coming days. Barco is already stepping closer towards that by getting launched for the first time in US and then last week in London; And also, by securing six titles which will be made and projected with their setup.

While answering a question, Anthon clearly mentioned that with better colour grading and contrast, Barco Technology simply offers more flexibilities. This doesn't mean any instigation to the coming generation to feel less attracted towards the classics in Black and White. Rather with much darker black and brighter white in the palette to offer, this technology will make the experience of enjoying monochrome films much more immersive in coming days.

With a promise to have Superior Contrast and Exceptional Uniformity from Anthon, the cinephiles left the hall visioning a bright tomorrow with Barco's Laser HDR.

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