

# Christie Introduces New 4K DLP CINEMA® Product Line for 2010

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Christie is pleased to introduce the new Christie Solaria series digital cinema projectors, based on Texas Instruments™ (TI) (NYSE: TXN) industry-preferred and proven DLP Cinema® technology. The five new products in the series offer a wide range of resolution and brightness levels for exhibitors who require projection from the smallest to the largest screens. The new product line includes the Christie CP2210, Christie CP2220 and the Christie CP2230 -- all available at 2K and 4K-ready; as well as Christie's premium 4K projectors for screens up to 100 feet: the Christie CP4220 and the Christie CP4230, delivering 30,000 lumens of brightness.

All projectors in the Christie Solaria series utilize Texas Instruments' next generation electronics which are designed to meet the Digital Cinema Initiatives (DCI) requirements. Each of the five projectors feature a new modular architecture for improved serviceability and ease of maintenance, an optional integrated media block, and incorporate Christie's Brilliant3D technology for the most realistic and brightest 3D presentations.

"The successful implementation of more than 7,000 installations around the world has provided us with a unique wealth of knowledge and experience. We've achieved 99.999% reliability and have presented more than 10 million digital screenings; however, when we look beyond the numbers, our most critical learning has come from our exhibitor partners," said Jack Kline, President and Chief Operating Officer, Christie Digital Systems USA, Inc.

Kline continued, "As we move into the second decade of digital cinema projection, we recognize the need for our exhibitor partners to have an even wider choice of projectors to address the dynamic market landscape. Our current product line will continue to meet both exhibition and studios' immediate demand for both 2D and 3D presentations -- and in 2010 and beyond, our Solaria series will meet our customers expanded needs for choice in brightness, resolution and cost of operation. Based on the knowledge gained from our current worldwide installed base, we estimate that 80% of all screens will be 2K and the balance will be 4K for larger screens."

The Christie CP2210, Christie CP2220 and the Christie CP2230 will be available in the first half of 2010. The Christie CP4220 and CP4230 will be available in the second half of 2010. Exhibitors interested in learning more about Christie's full product line are invited to contact their Christie account manager.

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