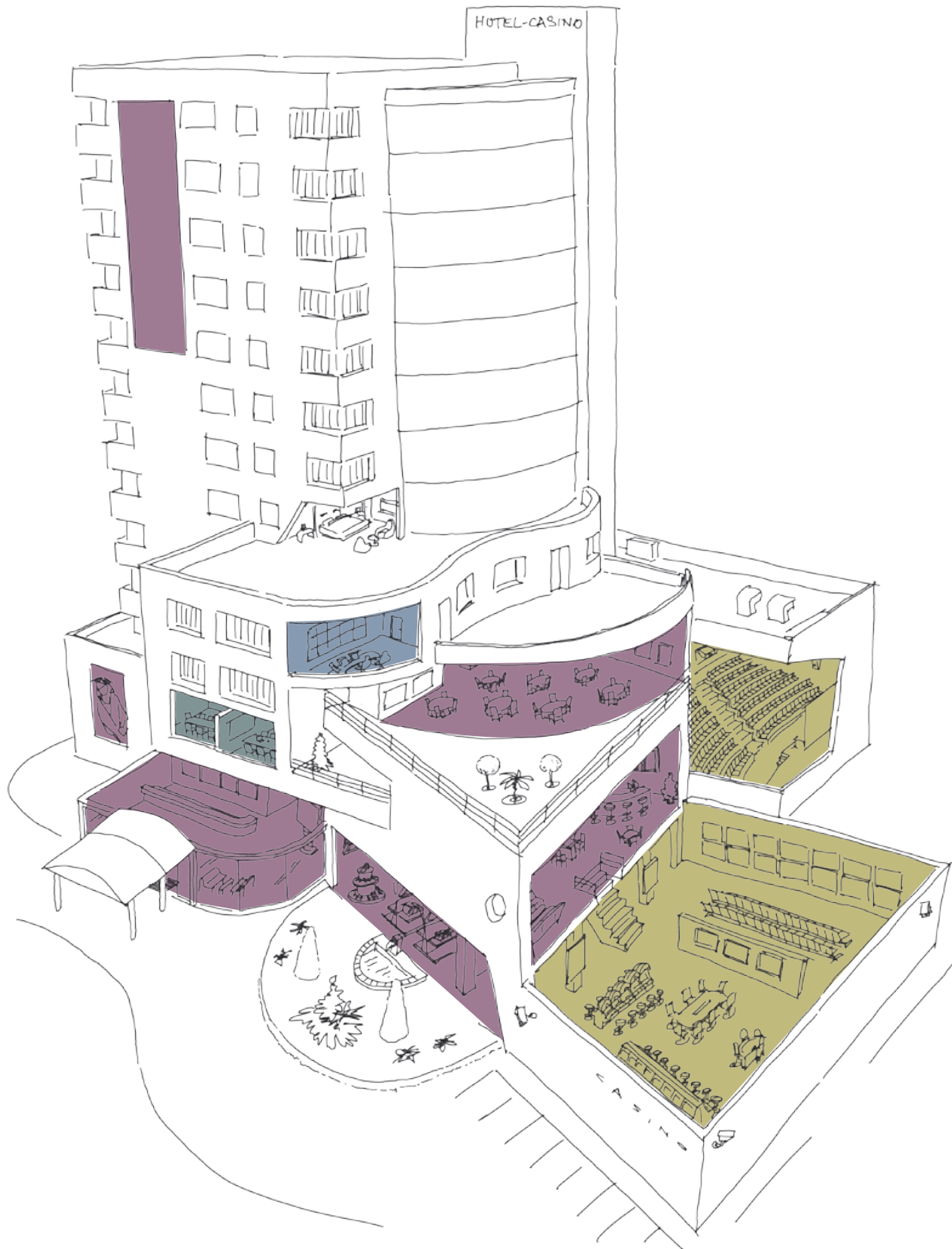


Sights to see

Eye-catching visualization for venues and attractions

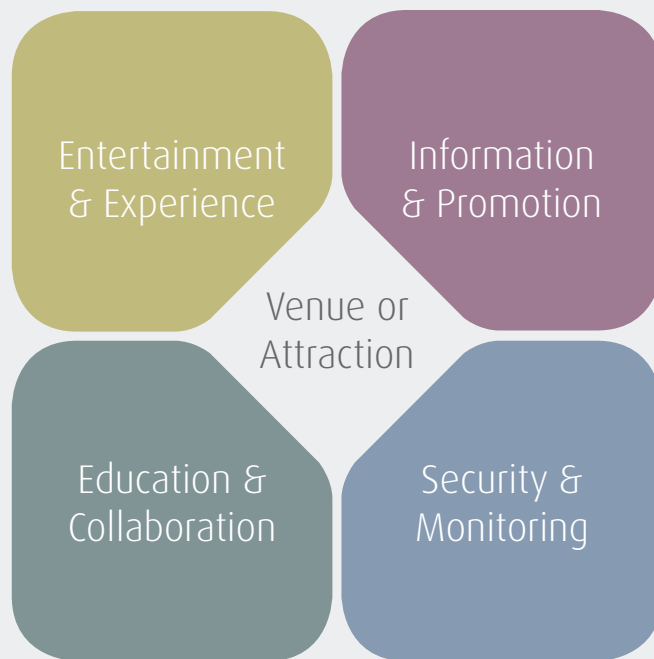




It's all about the experience

Today, venues and attractions are faced with the challenges of attracting more visitors and exploring new revenue streams. In our rapidly digitizing world, passive audiences are history: people want to engage in the experience and participate actively. That's why venues and attractions need to push the envelope to offer bigger, better and more impressive experiences – to keep audiences away from the lures of home entertainment and the vast array of alternatives, and make them come back, repeatedly. It's essential to engage visitors from the moment they walk through the door and attractive visualization plays a crucial role in this – because you never get a second chance to make a first impression.

A complete solution



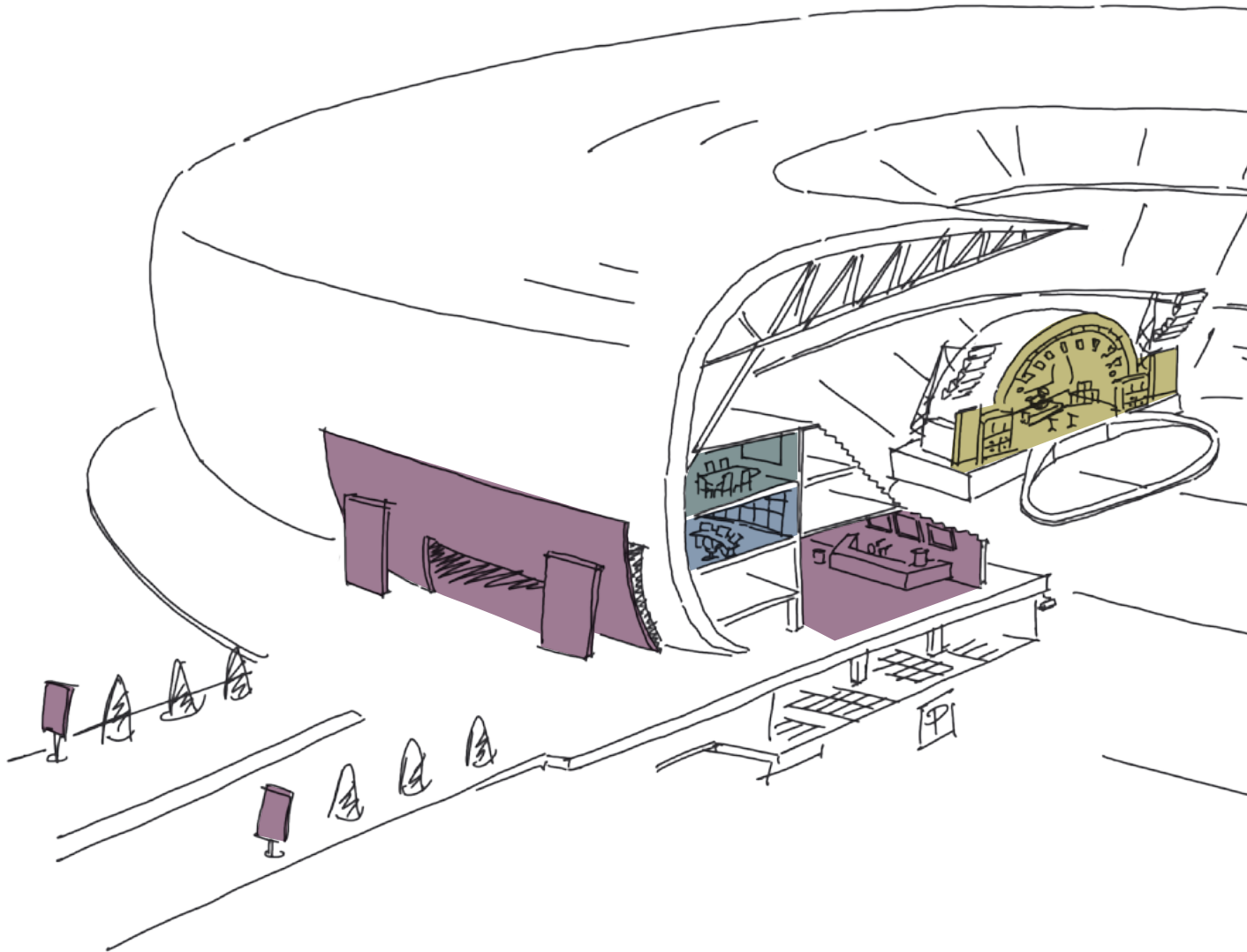
Whether for stadiums, arenas, theme parks, museums, galleries, casinos, hotels, shopping malls, houses of worship, convention centers or theaters, Barco's full range of networked technology enables you to entertain audiences with a rich and rewarding experience, communicate the right information at the right time, educate and stimulate visitors via collaborative tools, and keep your visitors and assets safe. To present the complete solution we can offer you, we've grouped our technology into four functional categories, as shown in the scheme on the left. On this page and on the following two pages, we illustrate how our technology can be integrated into a hotel/casino, a stadium and a theme park.

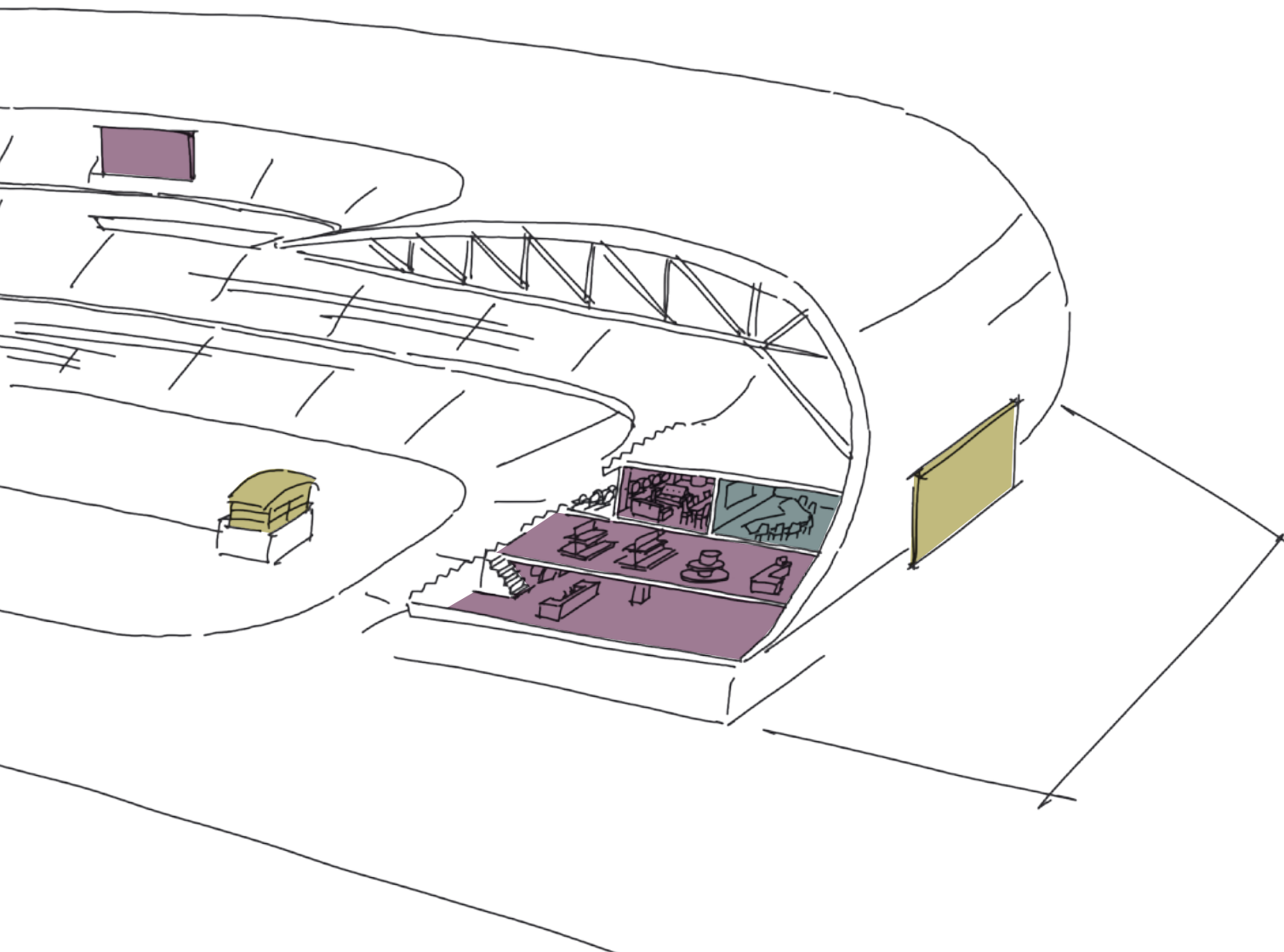
Why choose Barco?

- State-of-the-art visualization and collaboration technology
- Flexible solutions, tailored to your venue
- Designed for 24/7 worry-free operation
- Reliable products with a low cost of ownership
- Future-proof technology thanks to modular platforms
- Backward compatible product design

Create a unique fan experience

Sports fans all over the world share the same intense bond of cheering for their favorite team and leading them to victory. Visualization is a key element in bringing the ultimate fan experience to life in any modern sports venue. Today, a ticketholder for a sports event expects state-of-the-art LED displays, digital signage and massive video walls featuring HD video content that inform and entertain him at any moment before, during and after the game. Barco offers a full portfolio of integrated visualization that can be installed throughout your stadium to turn it into a venue that serves many purposes and truly unites your fans.

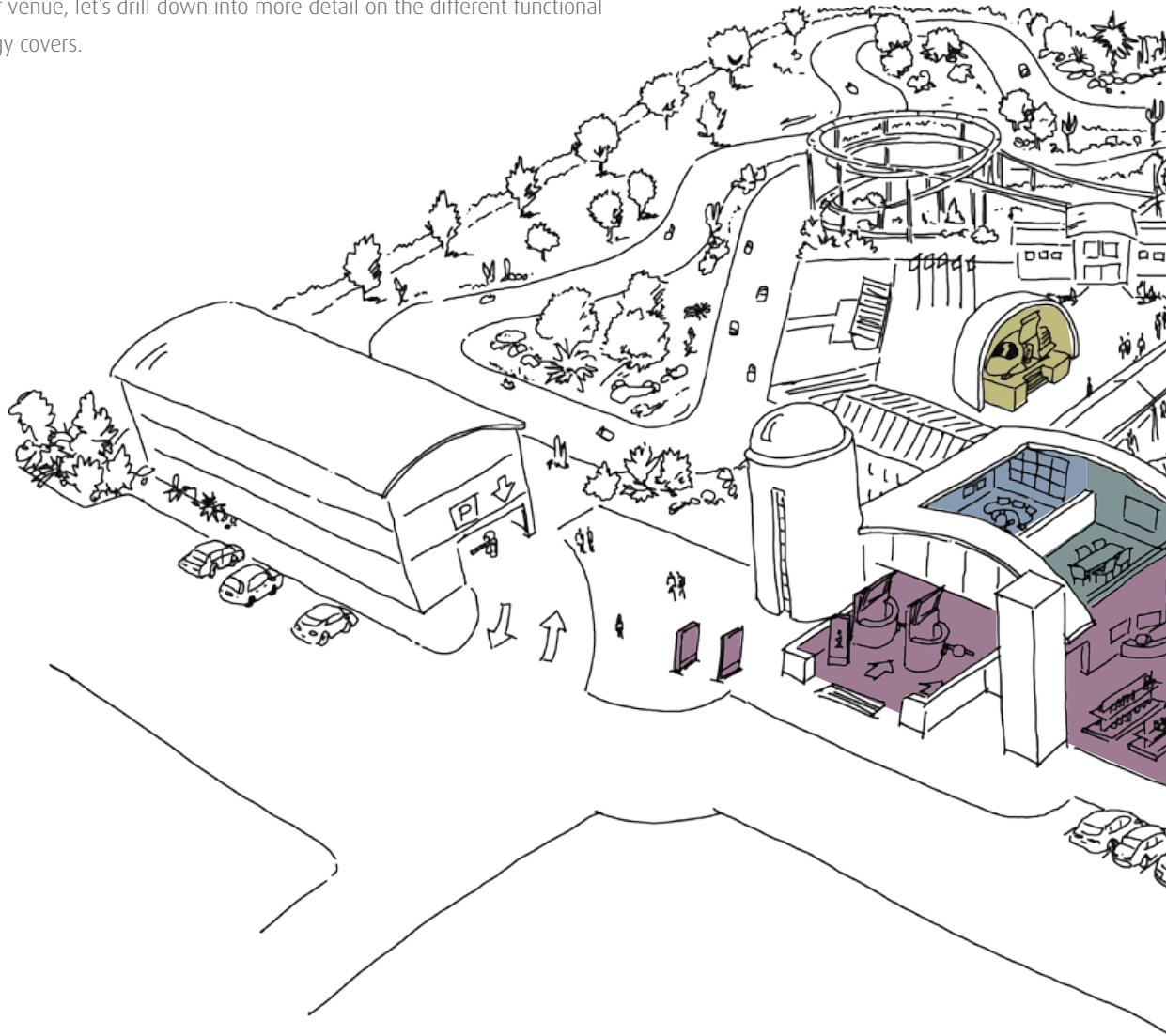


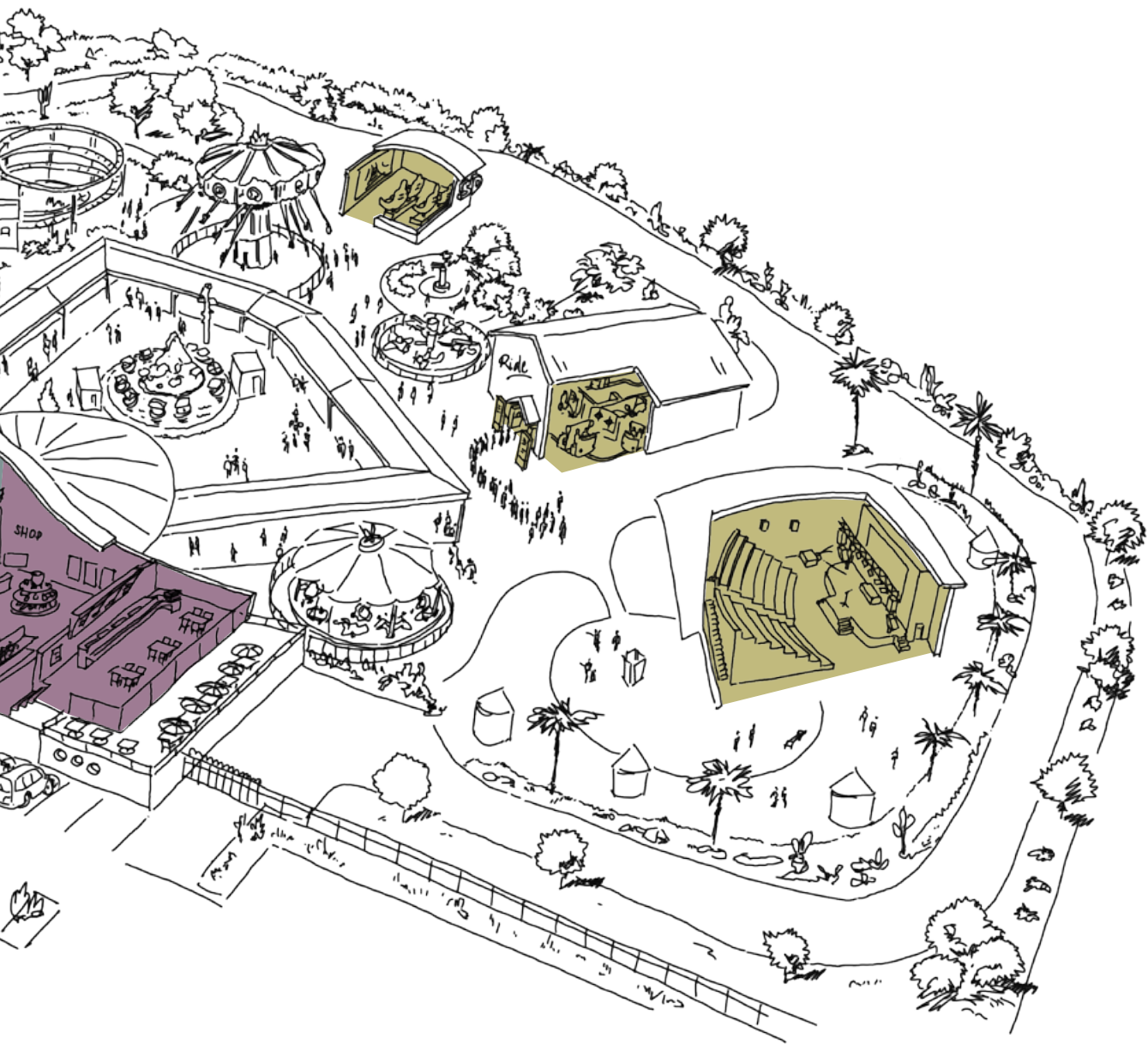


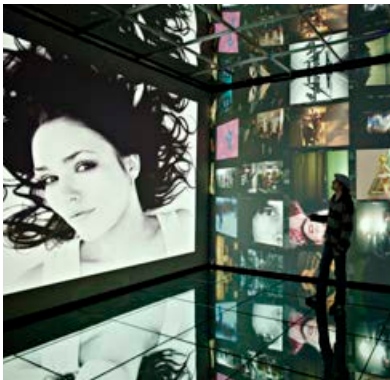
Blow your visitors' minds

All kinds of technologies are transforming theme parks and amusement parks into larger-than-life experiences that leave a lasting impression on visitors. People are no longer content to be on the sidelines – they want to be personally involved through engaging interactive experiences. In fact, the entire theme park experience can be made interactive – and thus personalized – from start to finish. Barco offers flexible and reliable visualization solutions that create a unique and personal amusement park experience, driving audiences to return, over and over again.

Now that we've covered some examples of how our networked technology can be integrated into your venue, let's drill down into more detail on the different functional areas our technology covers.







Steal the show

To maximize the impact of your venue or attraction and build long-term loyalty, you need to create multi-sensory experiences that are both fun and engaging and give visitors the sense that they are part of the overall story. High-class digital projection, LED technology, 3D and interactive touch screens are all great tools for enabling this storytelling and for creating exciting, mind-blowing experiences: to display a projection mapping on your venue's façade, to inspire your congregation in a house of worship, to create an interactive experience in your museum, or to produce a spectacular pop concert in your stadium.

Bringing excitement to each seat in the stadium

Sports fans want to have an all-encompassing entertainment experience, before, during and after the game. State-of-the-art projectors, LED scoreboards, digital signage, or massive video walls – featuring HD video content – bring action and excitement to each seat in the stadium, keeping the crowd on the edge of their seats throughout the entire contest. Digital signage is ideal for branding purposes and provides personalized information for corporate VIP suites or private function rooms. With Barco, you can stay ahead of the game.



What we offer

- Projectors varying in size, brightness and aspect ratio
- Presentation switchers for video processing
- Indoor and outdoor LED displays
- Digital signage technology
- Lighting and light control
- Remote asset management software

Breathing new life into your exhibits

Our high-performance projectors can breathe new life into your exhibits by displaying vivid content in an appealing way, or by creating a truly immersive, all-encompassing interactive experience. What's more, many of the compact Barco projectors are so quiet that they will not break the silence in your museum, while our high-resolution LCD displays are the perfect solution for tiled video wall applications in galleries and museums.

Inspiring and engaging worshippers

Modern houses of worship are calling for high-end image processing and visualization technology to inspire and engage worshippers by bringing their message to life via powerful video, prayers and hymn lyrics. Our wide range of projectors and LED signage deliver amazing image quality paired with reliability, low cost of ownership and energy efficiency. What's more, our presentation switchers - the most advanced video processing and presentation control systems on the market today - support a wide variety of show configurations.





Display the right message at the right time

Did you know that the average adult spends nearly one year of his life waiting in line? Nobody likes standing in line – so there’s a huge potential for enhancing this experience and keeping people entertained while they’re lining up at your ticket office. As your entrance and exit provides your audience’s first and last impressions, it’s crucial to make the right impression there. The same is true for the lines at theme park attractions: if people are having fun while they’re waiting, they will be less likely to

become impatient, and you can build up excitement for the attraction itself. Barco’s advanced digital signage technology can scan the sex and age of viewers and can adapt the messaging accordingly. What’s more, the system can generate a full report about who has been watching the content, how long they watched it and whether they returned or not.

Captivating digital signage

You can rely on Barco’s digital signage for a variety of informational and promotional messages across your venue: in-store advertising in your gift shop, food and beverage promotions in your bar and restaurant, or entrance fee rates at your ticket office. In your stadium, for instance, you can show seating information before a game and then change this to promotional messages on snacks and drinks during halftime. It can also be a challenge to manage the flow of people and avoid bottlenecks in busy airports, train stations, or crowded public places. But with Barco’s digital signage solutions, you can guide people to their destination faster, while displaying the latest offers and updating people on the most recent schedules.



What we offer

- Indoor and outdoor LED displays
- Digital signage with full software suite
- Projectors varying in size, brightness and aspect ratio
- LCD displays and video walls

Make your guests feel at home

Attractive visualization is absolutely essential to the hospitality experience and allows for targeted advertising messages that enhance brand recognition, build customer loyalty, or attract new clients – all of which lead to increased revenue. Enticing digital signage displaying information about the news, weather, restaurant specials or hotel promotions is a great way to keep guests entertained while they are waiting at your check-in desk. And the possibilities go much further than your lobby: you can entertain your guests by creating a multimedia landscape in your sports bar or restaurant or by spicing up your club DJ's show with kaleidoscopic video content. And attractive outdoor visualization can stimulate passers-by to enter your hotel and have a drink at the bar.

LED and LCD for branding and advertising

Barco has developed an extensive range of LED and LCD display technologies for both indoor and outdoor use. In varying degrees of brightness, pixel pitch, contrast and price point, you can display informational and promotional messages to truly engage your audiences in a professional way throughout your venue. Outdoor LED billboards can enhance your venue's exterior, welcoming your visitors from the minute they drive onto the parking lot.





Visual collaboration made easy

Barco's portfolio for education and collaboration has been designed to improve efficiency and encourage team work - bringing a new dynamic into your meeting room, training room or lecture hall. For example, as the ClickShare presentation and collaboration system allows multiple users to share their views on-screen simultaneously, it's revolutionizing lectures, meetings and trainings forever.

A projector for every need

Our large fleet of projectors includes the perfect match for your meeting room, training room or auditorium. There's a projector for every type of meeting - whether it's to show videos to school groups in your lecture theater, to host corporate events in your auditorium, to discuss the latest figures with your staff in your board room or to brainstorm and share ideas with colleagues in your meeting room. Barco projectors offer vibrant colors, superb uniformity, and brightness levels that guarantee perfect image quality - even in brightly lit rooms or rooms with lots of ambient light - so that presentations are clearly visible from the first to the last row in large auditoriums.

Collaboration at any location

Barco's single- and multi-screen LCD displays present crisp, clear and color-accurate images with an exceptionally slim design, low power consumption and long lifetime. And our free-standing OBLX structures allow you to position a video wall wherever you want, without the need for wall support, making it possible to install a video wall in any room.



What we offer

- Full fleet of stylish projectors
- ClickShare wireless presentation system
- Single- and multi-screen LCD displays
- Free-standing video walls
- Image processing technology to broadcast trainings
- Networked visualization technology



SECURITY AND MONITORING





What we offer

- Professional grade, narrow-bezel LCD video walls
- LED-lit rear-projection video walls
- Networked visualization for unlimited flexibility
- Collaborative display management, remote operation and asset management software

See the whole picture

One of the biggest challenges when managing a venue is keeping your visitors and your infrastructure safe by ensuring that your security staff has access to all the information they need. When dealing with hundreds or thousands of visitors – in your casino, convention center, stadium or theme park – you need to play it safe to guarantee the safety of the crowd. It's essential to have a complete overview of the situation and to monitor crowd management, or traffic flows on your parking lot, from a central location. This allows you to act quickly in the event of an emergency or when an evacuation is needed.

Providing you with the right perspective

Barco's products and services monitor, analyze and distribute information from surveillance cameras and sensors to provide you with the right perspective on the complete situation, enhancing the overall safety of your venue. Barco's control room solutions are ideal for 24/7 surveillance applications and consist of high-quality displays, rear-projection video walls, graphic controllers and our versatile control room management suite allows for easy display wall management, efficient collaboration and fast decision-making. Barco's network-centric architecture

enhances operational efficiency: any type of data coming from an unlimited number of sources can be distributed to an unlimited number of visualization systems - within the same facility or anywhere in the world - using the standard TCP/IP network.

Barco, your partner for professional visualization

Barco is a global visualization technology leader with a proven track record in a wide range of markets, including cinema, healthcare, control rooms and entertainment. By choosing Barco, you are choosing for best-of-breed visualization technology that will truly grab your audiences' attention for a unique visitor experience that stands the test of time. Building on decades of experience, Barco provides the most complete portfolio of integrated technology for any type of venue, including projection, in- and outdoor LED technology, eye-catching digital signage, collaboration and presentation tools, tailor-made video walls, and more. All around the globe, Barco products have proven their worth by offering exceptional image quality, ultimate reliability for 24/7 performance, low total cost of ownership, and ease of use. Integrating visualization technology in venues and attractions requires specialist know-how and expertise - and that's exactly what we can offer you.