

CINEMA NEWS

YOUR BI-MONTHLY UPDATE FROM THE CHRISTIE CINEMA TEAM



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FROM OUR DESK TO YOUR INBOX: Christie Customer Care cares - A message from Robin Yamasaki



Hello Christie Customers,

My name is Robin Yamasaki, senior manager, Christie Cinema Customer Care. I've been working closely with you since my journey with Christie started back in 2007 as a customer service representative.

Throughout all the different roles I've enjoyed here, I am lucky to say, I've always been surrounded by people that genuinely and whole-heartedly care for our customers and the relationships we build over the years.

This past year has been transformative for many of us, for some devastatingly. But it also gave us a renewed purpose to create meaning and reprioritize our future actions.

We continue to invest in our infrastructure, our culture, and our internal processes so we can enhance the overall experience for each customer.

This doesn't mean we aren't facing the same challenges as most, we are, but we are committed to constant and incremental changes. We strive to not only rebuild Christie, but to help support and regain our customer's trust so the cinematic world continues to excite, ignite, and bring forth the joy that cinemas have always given us through hard times.

Our hope in streamlining processes and using more automation is to give us time to focus on the actions that you, our customers require from us.

We advocate for your needs and make your priorities our own. With a little patience and support we will all get through this and become stronger together on the other side.

Thank you,
Robin Yamasaki
Senior manager
Christie Customer Care

EXPLORE OUR NEW SERVICES SECTION AT christiedigital.com



PROFESSIONAL SERVICES UPDATE

- Learn more about our complete service offering and the steps we take to extend the life of your equipment and protect your investment.
- You can count on us to proactively maintain, skillfully troubleshoot, and quickly resolve your critical system issues. Our Professional Services team is always ready to support you.
- Have questions? [Consult](#) with a services expert today.

[Check out the new professional services web pages](#)



DIG INTO THE WEALTH OF CAPABILITIES OF CHRISTIE CINELIFE+ ELECTRONICS WITH PRODUCT MANAGER KEVIN DRAPER

Electronic Color Convergence (ECC)

Lateral color error (LCE) is an artifact of the light passing through the lens that's present in all projectors, but it's more pronounced in RGB pure laser projectors due to their discrete wavelengths. No amount of mechanical convergence can correct for LCE across the entire screen.

However, Electronic Color Convergence (ECC) allows you to adjust the red, green, and blue primaries at the subpixel level to correct for LCE and misconvergence. You make the adjustment at 4 discrete locations on the screen and the correction is then applied across the entire screen to generate "perfect pixels".

Enhanced LiteLOC

Until now, setting up a laser projector could be time consuming. You needed to estimate the maximum booth temperature, and address the R, G, B sliders individually to get the correct brightness and white point.

With Enhanced LiteLOC, all you need to do is enter the desired white point (typically DCI white X=0.314, Y=0.351) and set the desired brightness with an intuitive brightness slider, and you're done. As usual, the on-screen color can be fine-tuned with the MCGD settings.

RemoteUI

Proprietary Christie CineLife+™ electronics allows access to the projector UI via web browser, including file upload and download so you can update or save projector configurations without walking over to the projector.

Even if your projector doesn't have a touch panel, you can easily project the projector's IP address and current status by pressing and holding the marriage button - making cinema life easier and better than ever.

Rental Mode

[Rental Mode](#) allows exhibitors to acquire the latest Christie RealLaser projectors without the large up-front capital expenditure. Recurring licenses are applied to the rental projector on a monthly or annual license to ensure continued use of a rented projector.

Exhibitors get access to the latest equipment and dealers have a new recurring revenue stream. Email cinema.rental@christiedigital.com to learn more.

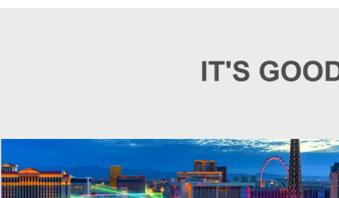
CineLife+ offers consistent growth to meet industry demand

Look out for our quarterly [Cinema Tech Newsletter](#) to stay up-to-date with the latest software upgrades and benefits, or check out our [CineLife+ Series page](#) for more information on the product line.

- Kevin Draper, product manager, cinema



IT'S GOOD TO BE BACK



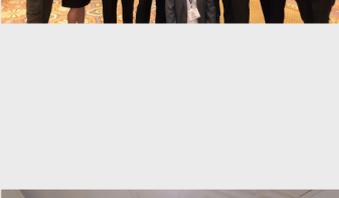
CinemaCon marks the return to tradeshows for the Americas.

It was a great show! Familiar faces and new ideas collided to create some of the best interactions we've had at a tradeshow. Thank you to everyone who stopped by the Christie ballroom - you made the first cinema tradeshow in the Americas truly special.



Jack Kline recognized by ICTA

A special congratulations and acknowledgement to the former Christie chairman, president, and CEO, Jack Kline. He was honored by ICTA with a Special Recognition award for all the advancements he brought to the cinema industry. After leading us through the film-to-digital transition and spearheading the transition to RGB pure laser, no one else is more deserving. Thank you Jack!



I spy, with my far-UVC eye...

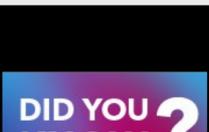
Did you catch Christie [CounterAct™](#) with [Care222®](#) technology in the corner? Our display at CinemaCon included four CounterAct devices, making the Milano 1 Ballroom the safest space at CinemaCon.

Additions to CineLife+

The [CP4415-RGB](#), [CP4420-RGB](#), and [CP4430-RGB](#) debuted at the show, bringing the most advanced CineLife+ electronics platform to small and boutique theatres. Now the future of cinema can be seen in a range of 15K to 55K lumens.

Don't miss out

If you weren't able to attend CinemaCon, don't worry. Our Cinema Events page is kept up-to-date for every tradeshow, so keep christiedigital.com/cinema-events bookmarked for future announcements.



Did you know: Christie attended the very first ShoWest (before the name changed to CinemaCon) at the Del Coronado in San Diego in 1976.



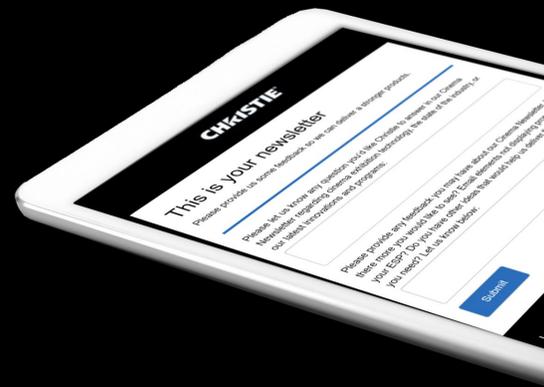
QUESTIONS? COMMENTS? FEEDBACK?

Let us know what you want to see in future issues of this newsletter.

We create Christie Cinema News to answer the many questions of today's cinema industry.

Whether it's the change from Xenon to laser illumination or the best way to kickstart your cinema's reopening, we deliver the answers right to your inbox.

Look for Cinema Cinema News in your inbox every 2 months.



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