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**Visit Christie in Milano 1 and 5 at CinemaCon 2025**

**Christie elevates the cinema experience with VDR at CinemaCon 2025**

**Transforming cinema with innovation, visual excellence, energy efficiency, and TCO advantages**

**LAS VEGAS– (March 26, 2025) –** [Christie®](https://www.christiedigital.com/) will preview its Variable Dynamic Range (VDR) technology for vivid on-screen visuals, enhanced energy efficiency and reduced total cost of ownership at CinemaCon, Caesars Palace, Las Vegas, March 31–April 3.

Alongside VDR demonstrations, Christie will spotlight its [CineLife+™](https://www.christiedigital.com/products/cinema/projection/cinelife-plus-series/) Series cinema projectors, which form the widest range of environmentally sustainable RGB pure laser projectors available. Also on show is Phazer™ illumination, delivering best-in-class lumens-per-watt efficiency with long-term brightness for small screens, and Xenon illuminated models, which are known for their low upfront cost, reliability, and natural-looking color. Christie Professional Services will be in the Milano ballroom and available to discuss its service offerings, including Cinergy, a cloud-based theatre management platform.   
  
**VDR enhances the dark(er) side of cinema**   
VDR is not a projector; it’s an enabling projection technology – that will be compatible with Christie CineLife+ Series of Real|Laser projectors. It can fulfill the requirements of DCI HDR and support playback of HDR DCPs at up to 300 nits without sacrificing low black levels, while also providing performance improvements and operational cost benefits to exhibitors with the standard DCI format. It can reduce laser power consumption and significantly improve the laser lifetime of projectors for a noticeable improvement in total cost of ownership. VDR can also benefit studios and post-production houses, delivering a superior image with standard content workflows. The technology requires no special mastering and will work with any content. VDR should be available for most CineLife+ Series RealLaser projectors via software update later in the year.

**Projection solutions for screens of all sizes**  
Christie will showcase its portfolio of projection solutions that are tailored to suit a broad range of cinema requirements, from boutique screens to Premium Large Format. Xenon and Phazer illuminated projectors offer excellent image performance in an economical platform, and Real|Laser takes that performance and efficiency to the next level. Models on show include the CP4420-Xe, CP2406-RBe,CP2415-RGB, CP4435-RGB, and CP4455-RGB projectors.

**Professional Services and Cinergy support flawless performance**  
As the industry’s most trusted service provider, the Christie Professional Services team will be at the Milano ballroom to discuss its comprehensive offering, allowing exhibitors to pick and choose services to support products for the duration of their lifecycle, including 24/7 Network Operations Center coverage, extended warranties, and remote monitoring and troubleshooting.

The team will demonstrate the abilities of Cinergy, a premier remote monitoring and management platform with powerful, cloud-based data-driven tools to optimize theatre operations, allowing exhibitors to monitor system health and track assets, automate key delivery, and drive informed decision-making with comprehensive reporting.

**Christie in The Colosseum**  
As a projection partner of CinemaCon, we have the Christie CP4435-RGB pure laser projectors and CP4230 Xenon projectors lighting up the screen in The Colosseum with up to 70,000 lumens, providing a bright, immersive audience experience of screenings by Sony Pictures Entertainment, Warner Bros. Pictures, Walt Disney Studios, Universal Pictures, and Paramount Pictures.

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**About Christie®**

Christie Digital Systems USA, Inc. is a global visual technologies company and a wholly owned subsidiary of Ushio Inc., Japan (JP: 6925). Christie revolutionized the movie industry with the launch of digital cinema projection, and since 1929 has embraced innovation and broken many technology barriers. Our technology, paired with the support of professional services to design, deploy and maintain installations, inspires exceptional experiences. Christie solutions are used around the world in cinema, large mega-events, and themed entertainment, and include advanced RGB pure laser projection, SDVoE technology, content management, image processing, and LED displays. Visit [www.christiedigital.com](http://www.christiedigital.com).

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