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## **DIGITAL PROJECTION NAMED OFFICIAL PROVIDER OF DIGITAL PROJECTORS FOR THE 2005 SUNDANCE FILM FESTIVAL** **Sundance to Utilize DPI's 2K x 1K Resolution LIGHTNING 35HD in Largest Venue**

**KENNESAW, GA, (January 14, 2005)** – Digital Projection International (DPI), an Emmy® Award-winning manufacturer of high-performance projection systems, announced it is the Official Provider of digital projectors for the 2005 Sundance Film Festival (January 20 to 30, Park City, Utah). This year's Festival is highlighted by Sundance's use of DPI's 2K x 1K resolution LIGHTNING 35HD Professional Series projector in its largest venue, the Eccles Theater.

At the 2005 Sundance Film Festival, every category will have digital entries, including high-definition premieres, documentaries, features and shorts. Nearly half of the 202 scheduled features and shorts screenings will be displayed in digital format by DPI's projectors in 15 venues. Additionally, DPI's projectors will also be employed as set elements for the festival's Awards Ceremony being held at the Park City Racquet Club on January 29.

"DPI is a world-class company and a leader in digital technology," said Ian Calderon, Director of Digital Initiatives for the Sundance Institute. "I turn to DPI because their projectors consistently deliver an amazing palette of color, light and shadow in every one of our theaters. The pictures speak for themselves, particularly with the new LIGHTNING 35HD."

"Being the Official Provider of digital projectors for the Sundance Film Festival is a distinct honor, and we sincerely appreciate Mr. Calderon's and the Sundance Institute's continued trust in our company and products," said Chuck Collins, senior market development manager, Digital Projection, Inc.

In addition to the LIGHTNING 35HD, the Festival is using an array of DPI's 3-chip DLP™ projectors, including the new MERCURY and HIGHlite Professional series, to satisfy the viewing requirements in dissimilar theatrical venues with screens of various sizes.

"Every year, the most gratifying aspects of being a part of the Sundance Film Festival are the compliments we receive from the artists who screen their works with our projectors," continued Collins. "Our focus on providing the highest-quality digital imagery, no matter the venue, at Sundance or anywhere else for that matter, has been and always will remain a defining value of our company."

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## About Digital Projection International

Founded in 1989, Digital Projection International (DPI) has been instrumental in the development and application of Digital Light Processing™ technology by Texas Instruments for projection systems. DPI introduced the world's first 3-chip DLP™ projector in 1997, and has since delivered expert system engineering and world-class customer services, thus maintaining its position as a digital imaging pioneer.

DPI's groundbreaking projection research and development has garnered the admiration of industry professionals around the world. This has included many awards, including two Emmy® Awards for Outstanding Achievement in Engineering Development by the Academy of Television Arts and Sciences. DPI remains the first and only projector manufacturer to win the coveted award.

Today, DPI manufactures and distributes an extensive line of ultra high-performance 3-chip and single-chip DLP™ projection systems. These projectors are the reference standard for demanding applications such as large-venue, live-event staging, Fortune 5000, Homeland Security, education, medical and scientific research, command and control, commercial entertainment, Worship and elite home cinema.