

Who makes the best

XENON?

screentrade Magazine, in association with ProScreens and Phoenix Theatres LLC presents...

“The Xenon Performance Challenge”

(to help identify the xenon lamp manufacturer offering the brightest, most enduring and economical xenon lamps in their kW category*).

HOW WILL THE CHALLENGE WORK?

Bulbs in the 1.6, 2, 3 & 4 kW ranges will be supplied from xenon lamp manufacturers or their agents and assessed under everyday operating conditions in selected cinemas in the UK & USA.

The Xenon Performance Challenge – open to all manufacturer-suppliers of xenon bulb – will take place over approximately one year and comprise monthly performance measurements, the updates analysed and published in **screentrade**'s 2007 Spring (May/June), Summer (Aug/Sept) & Autumn (Nov/Dec) issues. The full results and conclusion will be recorded upon the lamps' regular removal following the end of useful life. It should be noted that the value of the results – whilst not purporting to be definitive with such a small random sampling – will, however, offer a random 'snapshot' performance assessment and is conducted here to support the claims made by the various xenon lamp vendors respecting superior lamp quality. Watch for our Spring 2007 issue of **screentrade** for the first update and visit our website at: www.screenrademagazine.co.uk/xenon. To lamp suppliers wishing to enter the challenge, please contact us **before 31st March, 2007**, on:

West Europe +44 (0)1689 833117, or
North America +001.616.847.0144

WHAT WILL BE JUDGED?

Lamp performance will be measured and judged according to:

- length of useful life
- length beyond warrantied life*
- initial on-screen foot-lamberts measurement, and periodically until end of useful life*
- rate of foot-lamberts drop-off
- efficiency of lamp current/brightness ratio
- brightness (consistency of light) across whole life
- stability (light flicker/resistance to degradation)
- ease of operation
- 'first-time' (i.e. hassle-free) strikeability
- colour temperature (blue-white, white, yellow-white on-screen)
- operating costs-per-hour
- initial purchase price & bulk deals
- on-paper warranty & support
- unique brand qualities

XENON PERFORMANCE **CHALLENGE**



Photo courtesy of Ushio (Europe)