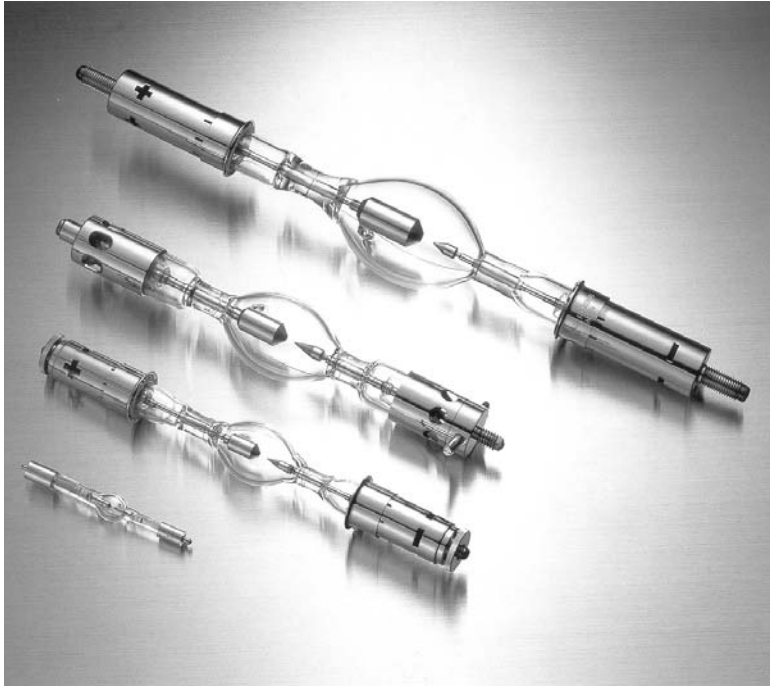


XENON PERFORMANCE CHALLENGE

TESTING EQUIPMENT

The lamps will be run and operated in the usual, everyday manner, it being satisfied that all projector-lamphouses are of commensurate age and use since the cinema's first opening. Factors such as lamp and projector alignment, lamphouse cooling and both screen age and finish will be



acknowledged and a full list of variables will be listed on www.screentrademagazine.co.uk/xenon. Test measurements will be standardised where there exist minor differences, for example, in screen width and throw.

HOW FAIR & STANDARDISED WILL THE TEST BE?

- Projector, lamp & mirror adjustment – all to be uniform before commencing.
- Projection equipment will have been recalibrated and checked for performance (current ripple).
- Only brand new, randomly-selected bulbs of identical wattage within their category (e.g. 1.6, 2, 3 & 4kW) will be tested. No “champion lamps” (e.g. unrepresentative lamp samples) will be used. Lamps will be selected randomly by stock serial number or purchased and refunded by independent third parties.
- Identical conditions-testing will take place in cinemas in at least two different continents, and both accurately and impartially by ProScreens.

VALUE TO EXHIBITORS

Contrary to claims that exhibitors are concerned *only* with length of bulb life against cost, criteria such as failure rates, consistency, flicker-resistance, ease of striking and warranty/customer support remain significant. In a most competitive sector for supply of a most essential product in which all xenon suppliers claim best lamp supply and back-up, a snapshot test remains a useful interim exercise.

FURTHER INFORMATION

For more specific and detailed information on the Xenon Performance Challenge, please visit: www.screentrademagazine.co.uk/xenon and www.proscreens.co.uk/xenon



Calling all exhibitors!



To support and validate this important test, **screentrade** is seeking further cinemas to be used as host sites for the Xenon Performance Challenge. Free xenons will be supplied for the duration of the test along with free publicity and minimal – if any - disruption to your cinema's regular programming. We require that your cinema will have at least 5 screens and that identical projector-lamphouse equipment will have been installed new at the same time. Please call or write to us in the first instance:

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pamscreentrade@aol.com