



CINEMA NEWS

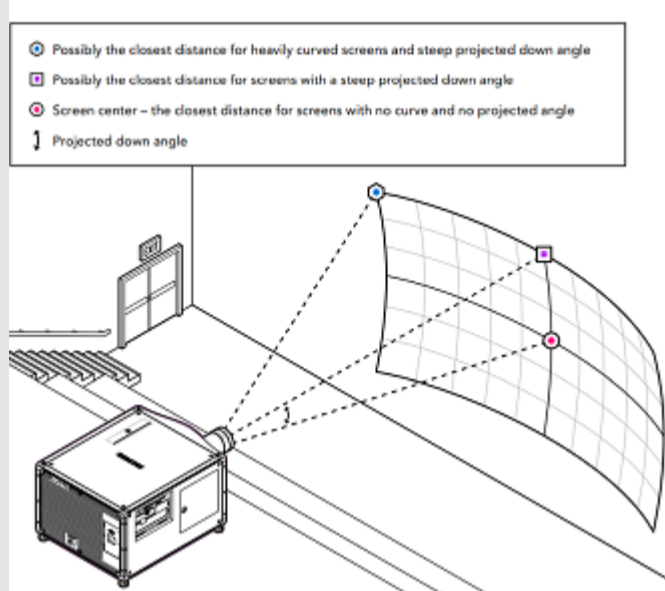
New year. New products. New capabilities. New assets built for exhibitors!

Hello Cine-Thuesiasts,

Whether you celebrated the New Year earlier this month, or the Chinese New Year happening now, we look forward to another year of hearty laughs, passionate romance, and high-flying adventure.

What if there was a whole new way to experience movies? A quarter of a century after introducing digital cinema to the world, we think it's - almost - time. Join us at CinemaCon to witness cinema history as we debut Variable Dynamic Range.

[See us at CinemaCon](#)



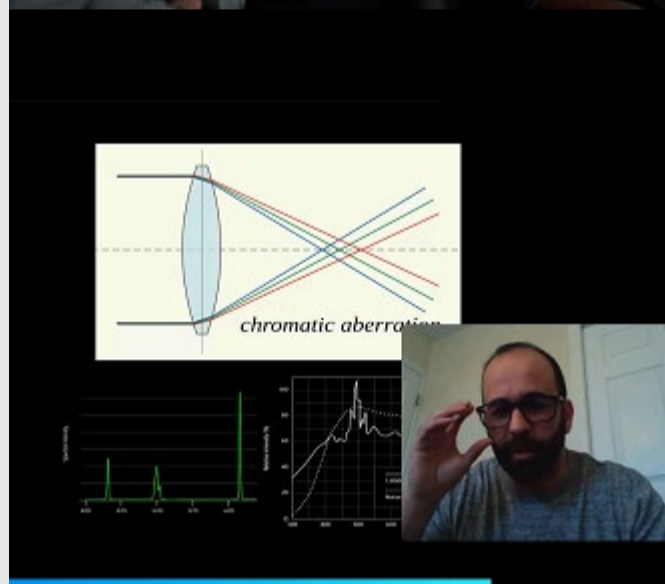
New CineMaster document updates

We improved the supporting documents on [CineMaster!](#) The new [Help Guide](#) defines each input on the calculator while the [screen gain and port window glass efficiency](#) details how to measure important metrics for your screen.



Share your love of cinema

The movie industry is a place where people come together with a shared passion for storytelling, from development to exhibition. Share that love with your audience this Valentine's Day with the [technology that loves cinema](#).



We're everywhere this year

From ICTA to the CJ Cinema Summit, our product managers have been on hyperdrive getting the word out about everything from [solutions for modern projection challenges](#) to what exhibitors can expect from [innovations in 2025](#).

Sustainability and Cinema 101 panel from AIMC with Olga Aleksan

Let's go into the new year with a renewed vigor to treat the world right. Not only do we have the most energy efficient cinema projectors on the market, but we are on the front lines working with communities and customers to further reduce energy consumption and create new opportunities to benefit exhibitors around the world.

Watch the panel from AIMC with Olga Aleksan, Australia cinema sales, to learn how multiple organizations in Australia are coming together to build a better future.

[Watch now](#)

Reignite the CineSpark: The full series of webinars is available now!

From rising stars to the most technologically advanced films ever made, we sit down with industry professionals to discuss a variety of topics and look to the future of the cinema experience. You don't want to miss the latest session with Dominic Glynn from Pixar discussing how every film is an experiment.

[Watch CineSparks](#)

Read the latest cinema blogs



[What does it take to bring major film festivals like Cannes to light? Learn from our Film Festival techs](#)



[See how Showtime Cinema is redefining the cinema experience](#)



[Xenon continues to be the tried and true workhorse for cinema. Here's why](#)

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Innovation in every frame™