

# COMPANY INTRODUCTION

## **About CINEAPPO**

ers,CINEAPPO relies on its industry-leading laser light source technology and outstanding R&D team to drive digital cinema projection innovation in China. Committed to serving the country's digital film industry, CINEAPPO strives to provide international-standard service through an integration of first-rate R&D and scientifically managed production and sales.



# About the Technology

## TECHNIQUE INTRODUCTION

As of June 30, 2020, it has a total of 1,650 patent applications worldwide, among which 996 patents are authorized.

As the most critical core technology for high-brightness image display, ALPD® laser phosphor projection technology has incorporated phosphor technology and completely solved the speckle problem in traditional laser solutions.

In addition, ALPD® technology has been upgraded from the initial monochromatic laser + phosphor solution, through the dichromatic laser + phosphor solution, to the integrated trichromatic laser and phosphor solution in the latest ALPD 4.0.





# ALPD<sup>®</sup>

"Phosphor + RGB Laser"

## Makes the Best Ever Better

By far, **ALPD**<sup>®</sup> technology has actualized the brightness coverage from 10,000 to 55,000 lm, which is available for projection platforms of all brands in the market.

CINEAPPO has released **ALPD** 4.0 that features a better performance in terms of contrast ratio, optical efficiency, and color gamut. It also covers nearly 99% of Rec. 2020 in the color gamut to present richer colors. Besides, **ALPD** 4.0 can achieve higher optical efficiency, helping cinemas minimize the operating cost while delivering audiences a more comfortable viewing experience.





# ALPD<sup>®</sup> Laser Phosphor Technology

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**Benefits of ALPD<sup>®</sup> Laser  
Phosphor Projection Technology ”**



### 1-Diversified Product Portfolios for Projection Platforms of All Brands

**ALPD**® technology has actualized the brightness coverage from 10,000 to 55,000 lumens, which is available for projection platforms of all brands in the market, catering to the needs of large, medium and small-sized halls.



### 2-Richer Colors and Native Speckle-Free Laser Imaging

It covers nearly 99% of Rec. 2020 in the color gamut and fully meets the DCI standards, so as to present richer colors. In addition, the images produced with **ALPD**® technology are speckle-free, eliminating the need for speckle removal measures.



### 3-Ultra-Long Life Span, High Reliability and Slow Light Attenuation Rate

It has 30,000 hours of service life (equivalent to 7-8 years of use in a cinema). Moreover, compared to xenon light sources, its laser light source features an extremely slow attenuation rate and can maintain 80% of its initial luminance throughout its lifetime.

### 4-Low Total Cost of Ownership

With full support for the two mainstream 3D technologies (active and passive), it is suitable for high-gain metal and white screens. Running at a lower power, it consumes only half of the electricity of a xenon light with the same brightness, which eliminates the need to change lights, helping cinemas minimize the operating cost.





#### 5-Convenient Top-up and Real-Time Monitoring

You can quickly top up your account with its full-featured online top-up system. You can also monitor the remaining hours for each hall in real time through the CINEAPPO applet to ensure the normal operation of your cinema.

#### 6-Environmental-friendly and Safety Performance Conforms to RoHS Standards

The product materials conform to RoHS standards and contain no harmful substances such as mercury. The risk of bulb burnouts is also eliminated. The system features a fully sealed design that allows zero laser light to leak out. Human eye safety level is equivalent to that of an equally bright xenon projector.

# ALL BRAND LASER PRODUCTIONS UPGRADE





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**Now, CINEAPPO primarily focuses  
on the laser upgrade service and  
laser phosphor projection solution.**”

At present, CINEAPPO's ALPD® laser phosphor projection solution can be used with projection equipment of mainstream brands such as BARCO, CHRISTIE, and NEC. With brightness coverage of 10,000-55,000 lm, it is fully available for large, medium and small-sized halls and giant screen halls. It can provide customized solutions for cinemas based on their diversified needs to improve the overall projection quality.



**PROJECTOR  
PLATFORM**

**BARCO**

**CHRISTIE**

**NEC**

**BRIGHTNESS**

**MODEL**

DP2K-10S DP2K-8S		DP2K-12C	DP2K-15C DP2K-18Cx DP2K-20C	DP2K-15C DP2K-18Cx DP2K-20C	
	CP2208 CP2308	CP2210		CP2220	CP2215
10000lm	11000lm	13000lm 15000lm	14000lm	17000lm	15000lm
<b>X10</b>	<b>X12</b>	<b>X13</b>	<b>E14</b>	<b>X17/E17</b>	<b>X18</b>



DP2K-15C DP2K-18Cx DP2K-20C							DP2K/4K-23B	DP2K-15C DP2K-18Cx DP2K-20C	DP2K/4K-23B	DP2K/4K-32B	DP2K/4K-23B DP2K/4K-32B
CP2220		CP2220 CP4220	CP2220 CP4220		CP2230 CP4230						
NC2000					NC3200 NC3240						
20000lm	24000lm	25000lm	28500lm	33000lm	35000lm	40000lm					
<b>X20</b>	<b>X24</b>	<b>X25/F25</b>	<b>X28</b>	<b>X33</b>	<b>X35</b>	<b>F40</b>					

# “ Laser Phosphor Projection Solution for the Chinese Market”

Based on years of experience in light source renovation and by optimizing the projection solutions available on the market, CINEAPPO has released laser phosphor projection solutions tailored to Chinese users and suitable for high-end cinemas. These solutions include C60, the brightest light source product on the market featuring a brightness of 55,000 lumens, and C50, which is equipped with the latest ALPD 4.0 technology. The most rigorous protection and an IP5X dust resistance rating of C50 can protect the equipment from being polluted by lampblack and dust and make the equipment stay at constant temperature and humidity levels, therefore keeping the projector in the best working state.

C50 also covers the Rec.2020 gamut, providing support for future technological development.





## “ Raising Operational Efficiency With Intelligent Services ”

By employing an innovative business model, CINEAPPO has upgraded its laser light source projectors to intelligent devices that allow remote monitoring and management of light sources through an IoT solution. The devices are billed on a per-hour basis, so that users only pay for what they actually use. This eliminates the need to make a huge one-time upfront payment for converting to laser projection.

Users can place an order and make the auto-matched amount of payment on the top-up webpage. Besides, investors can use CINEAPPO's WeChat applet and mobile app to stay informed of what's going on with the cinema's projection, for example:

- Equipment operating time/Sensor parameters/Warnings/Maintenance records
- Top-up/invoice progresses
- Daily, monthly, and annual bills

## “ Premium After-Sales Service ”

With two accessory centers in Beijing and Shenzhen and constant availability of consumable parts in 22 major cities including Nanjing, Chengdu, Nanning, Haikou, Wuhan, and Qingdao, we offer:

- An all-round hotline for convenient and reliable services
- 24/7 technical support
- 2-hour response/48-hour problem solving times
- Other value-added services