



B&B Theatres

Bringing Hollywood to
Your Hometown Since 1924

BBTHEATRES.COM

FOR IMMEDIATE RELEASE

Contact: Paul Farnsworth, Director of Public Relations, B&B Theatres
816-407-7469

For more information about B&B Theatres, visit bbtheatres.com or bbtheatres.com/facebook

B&B Theatres Brands New Premium Large Format Experience- *HDR by Barco* featuring DTS Surround Cinema-Experience to Moviegoers in Red Oak, Texas!

Special installation at B&B Theatres Red Oak 12 will give moviegoers access to the highly anticipated next-generation cinema HDR technology

SEPT 19, 2024 - Movie fans in the Dallas-Fort Worth Metroplex are getting a new way to enjoy movies this fall. In partnership with Barco, the leader in laser projection and DTS digital audio, B&B Theatres is bringing the highly anticipated *HDR by Barco* experience to B&B Theatres in Red Oak! The special exhibition will give audiences a chance to be among the first in the world to experience some of the season's most exciting new movie releases in the next generation of cinema technology, Barco's HDR with Lightsteering. The limited-run *HDR by Barco* program will feature new animated and live action films in breathtaking high-definition rate (HDR) presentation from September 20 through the end of the year.

B&B Theatres Red Oak 12 is one of only five theatres in the U.S., and the only location in Texas, set to premiere the new premium movie experience to the general public after its debut screening series at Cannes in May. Beginning with the release of Paramount Animation's and Hasbro Entertainment's TRANSFORMERS ONE, the first animated Transformers movie in 40 years, moviegoers will have the opportunity enjoy the power of *HDR by Barco*. The long-awaited technology creates a more immersive viewing experience to captivate audiences with high-contrast images up to 6x brighter than traditional projection, while retaining rich details in the darks for greater depth, clarity, and range.

B&B Presents HDR by Barco is the latest premium offering to be introduced at the state-of-the-art Red Oak theatre, which opened earlier this year. The Red Oak luxury entertainment center is truly one of the most unique theater complexes in the world, and *HDR by Barco* will be right at home alongside other exclusive theatrical amenities like ScreenX, the B&B Grand Screen, screenPLAY!, and Max Relax, not to mention non-theatrical activities like B-Roll Bowling, Outtakes Arcade, pickleball, bocce ball, and so much more.

For more information on *HDR by Barco*, visit <https://hdrbybarco.com/>

###

About B&B Theatres:

B&B Theatres is the 5th largest theatre chain in America and including the three locations under construction, operates 550 screens at 57 cinema locations in 15 states. B&B also operates 64 bowling lanes, 231 redemption arcade games and three distinct restaurant brands across multiple locations, called the Marquee Bar & Grille, Sterling's and Johnnie's Jazz Bar & Grille. B&B is proud to be celebrating 100-years in business this year under the same family ownership, 4 generations later.

About Barco

Barco, headquartered in Kortrijk (Belgium), is a global company leading in visualization, networking, and collaboration technology. Its innovative solutions drive advancements in the healthcare, enterprise, and entertainment markets. At the heart of Barco's success are over 3,000 dedicated 'visioneers', each passionately contributing to driving change through technology. Listed on Euronext (BAR), Reuters (BARbt.BR), and Bloomberg (BAR BB), Barco realized sales of 1,050 million euro in 2023. For further insights, please visit www.barco.com or connect on X, LinkedIn, YouTube, Instagram, and Facebook. Barco. Visioneering a bright tomorrow. © 2024