

## Presse Press

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### **CineEurope 2017: Osram puts stars and their stories in the spotlight**

The Munich based lighting expert offering the world's most extensive lamp portfolio for digital cinema projection is presenting its new image campaign for XBO lamps in Barcelona

**Once again this year, Osram is attending the CineEurope trade show in Barcelona. From June 19 through 22, the Munich company is placing its XBO lamps in the spotlight with the slogan "Light is pure emotion. XBO creates stars and moves audiences". Lamps in the XBO series from Osram stand out from the crowd particularly for their long life, high quality of light and excellent color rendering.**

Osram has been creating pure emotion for more than 60 years. As the successor to the carbon arc lamp, the XBO lamp from Osram revolutionized the world of cinema at the start of the 1950s, enabling Hollywood blockbusters to be seen for the first time in their true colors at cinemas throughout Europe. It has been constantly developed ever since, and is still being used today in almost half of all cinema projectors throughout the world. XBO lamps from Osram bring stars and their stories to life and make every visit to the cinema an unforgettable experience. With their small arc and high luminous flux, XBO lamps are perfect for digital cinema projection as they produce unprecedented luminance values that ensure the screen is ideally illuminated. The high color rendering index of XBO lamps allows for true-color 2D and 3D projection and is ideal for both classic and digital projection. XBO lamps deliver deep and lasting emotions – and they themselves last an incredibly long time.

From June 19 through 22, Osram will be attending the annual trade show and conference of the Union Internationale des Cinémas, the international trade association representing cinema exhibitors and their national associations, in Barcelona. Xenon lamps for use in the

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digital projectors supplied by all leading manufacturers will be on display. These lamps have a color temperature of 6,000 kelvin and a life of up to 3,000 hours depending on the wattage.

For information on CineEurope click [here](#). The XBO series is presented [here](#).



The slogan for the new XBO image campaign is “Light is pure emotion”.

Picture: Osram

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## **ABOUT OSRAM**

OSRAM, based in Munich, is a globally leading lighting manufacturer with a history dating back about 100 years. The product portfolio includes high-tech applications based on semiconductor technology such as infrared or laser lighting. The products are used in highly diverse applications ranging from virtual reality, autonomous driving or mobile phones to smart and connected lighting solutions in buildings and cities. In automotive lighting, the company is the global market and technology leader. Based on continuing operations (excluding Ledvance), OSRAM had around 24,600 employees worldwide at the end of fiscal 2016 (September 30) and generated revenue of almost €3.8 billion in that fiscal year. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED 400; trading symbol: OSR). Additional information can be found at [www.osram.com](http://www.osram.com).