

Barco Press Release

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For immediate release

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Barco announces eight new partners for its dealer network in Canada

Toronto, Canada - Barco Canada today announced they have signed strategic partnership agreements with seven major A/V industry dealers, and one renowned Control Room specialty dealer, strengthening their presence in the corporate, government, higher-education, and broadcast markets throughout Canada. Barco recently announced the opening of its new subsidiary in Toronto, Canada in January 2004. The new subsidiary follows recent key appointments in the areas of sales, marketing, and service for the Canadian market and is fully in line with Barco's expansion plans in America.

Barco Presentation, a division of Barco Visual Solutions, LLC, has signed seven authorized A/V dealers, strategically located throughout Canada, to offer its award-winning, comprehensive line of LCD and DLP™ projectors to the corporate, government, and higher-education markets. Applications include boardrooms, conference rooms, and training facilities. Barco Presentation's new dealer base in Canada includes: Sono Video, Dynamix, Solotech, Adcom, Sharp's Audio Visual, Matrix Video Communications, and Matrix Professional Video Systems.

Barco Control Rooms, also a division of Barco Visual Solutions, LLC, has signed MICAN as an esteemed member of their dealer base in Canada. Barco Control Rooms currently has over 1,500 installations globally in the areas of traffic and surveillance, broadcast, and public utilities. Barco's innovative line of real-time monitoring solutions offers customers reliable display solutions in 24/7 environments. MICAN's expertise in the broadcast market, and the addition of the Barco Control Rooms LCD and DLP™ monitoring solution, will further strengthen both company's presence throughout Canada.

In addition to providing state-of-the-art imaging solutions, Barco also offers its dealer network special financing programs, comprehensive service and support plans, and hands-on product training.

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Barco Press Release

“Barco is delighted to work with this esteemed group of dealers, who are all leaders in their respective markets,” stated Tom Ray, Executive Vice President and General Manager, Barco Visual Solutions, LLC. “By working in close collaboration with our Canada-wide dealer network, we will effectively continue to design reliable, innovative product solutions that meet evolving needs of the market.”

Information on Barco’s new dealers in Canada is listed below.

Dynamix Professional Video Systems

Dynamix, founded in 1987, is an integrator of Professional Video products and committed to providing innovative editing and communication systems. The company offers a wide variety of products ranging from control systems, A/V networking and conferencing systems, digital cinema, and display products, in addition to digital media. Dynamix owns and operates three offices throughout Canada.

David Kinzinger, President of Dynamix Professional Video Systems commented, “Being able to offer Barco’s unique products gives us an unprecedented depth of technology and servicing capabilities. Our customers have continued to rely upon Dynamix to bring them the latest in Innovative Displays, and Visual Solutions here in Ontario.”

www.dynamix.ca

Sono Video

Established in 1976, and totally owned by two Quebec partners, Sono Video offers clients state-of-the-art professional Video, Audio, Audiovisual, Videoconferencing and Multimedia products for the Corporate, Broadcast, Production, Educational and Government markets. In addition to sales and rentals, they also offer design, integration and technical services through their Montreal and Quebec city offices. Staffed by 60 plus employees which include in house engineers, 15 experienced professional consultants and 13 integration and repair technicians.

Denis Cyr, Director Of Sales, claims “Sono Video is privileged to now offer Barco products, with its DLP projectors, to its clientele and thus complementing their prestigious line of quality products”.

www.sonovideo.com

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Barco Press Release

Solotech

An industry leader in sound, lighting, video and new media for more than 25 years, Solotech has over 200 talented staff of professionals, consultants, engineers, and technicians. The company offers a full array of services including engineering, design, installation, rental and manufacturing, maintenance and repair in Montreal, Quebec, & Ottawa.

Mario Duchesne, VP, Solotech multimedia, stated, "Solotech is proud to represent Barco products. Barco's line of products answers our need for high-end visual display equipment, which meets our customers expectations."

www.solotech.qc.ca

Adcom

Founded in 1974, Adcom offers Canada's most complete set of audio, video, web and data-based meeting solutions. Design, implementation and support are backed by the industry's most comprehensive investment in customer care. Adcom's acclaimed professional services include: audio-visual system engineering, collaborative network engineering, project management and implementation, post sales technical support, user training, multipoint bridging services. Adcom is headquartered in Toronto, with offices across Canada.

"Barco's reputation for innovation, product quality and performance has always been impressive, however, their commitment of providing the market with intelligent, IP network ready and addressable visualization and collaborative solutions, sets them apart from the competition," stated Marino Cherubin, Vice President, Sales & Marketing, Adcom

www.adcom.ca

About Matrix Video Communications Corp.

Matrix Video Communications was incorporated in 1994 with offices in Calgary, Edmonton, Regina, and Saskatoon. Matrix is a diversified video communications company that provides production and display equipment, as well as computer-based digital media for corporate, education, and broadcast markets throughout the Prairie Provinces. Matrix is a leader in audio-visual communication, video acquisition and production equipment. Matrix specializes in the sale, rental, installation, integration and servicing of industry leading solutions.

Glenn Burgess, President of Matrix Video claims, "Matrix is excited to be carrying the Barco line due to their industry-leading role with projectors for the large venue application."

www.matrixvideocom.com

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Barco Press Release

About Matrix Professional Video Systems Inc.

The sound and motion experts at Matrix have been helping people bring their electronic communications to life since 1984 - whether in the boardroom, courtroom, classroom houses of worship, theater or retail environments.

Dan Zimmer, Sales Manager at Matrix in Vancouver, B.C. claims, "We believe that offering superior products and service have been principle to our success. When our vendor partners embody the same philosophy, it's a win-win. Barco is a recognized leader in display technology, and we are excited at the opportunity to represent such a major line."

www.matrixvideo.ca

Sharp's Audio Visual

Originally established in 1923, Sharp's AV provides a "single source" for information and product access. Sharp's provides everything from hi-tech computer projection, rental and staging, and videoconferencing systems to video, sound and more traditional presentation formats. While the focus of their engineered sales business is on boardrooms and training facilities for industry education, and government, their design team also undertakes projects involving interpretive centers, visitor information centers, museums and public displays.

"The addition of Barco to our comprehensive line of display products is clearly in step with our strategic goal of emphasizing our systems-integration capabilities. Barco's products provide us with features and functionality that will help differentiate Sharp's AV from its competitors, across our entire range of product & service offerings," stated David Glass, Director of Sales, Sharp's Audio Visual

www.sharpsav.com

MICAN

Founded in 1995, MICAN is a privately-held company that serves the broadband networks, broadcast, telecom, cable television, and corporate and industrial sectors. MICAN offers professional services in project management, implementation management, systems design, and general communications consulting. The company also performs market studies, technical research, and conducts in-depth analysis concerning the applications and technology used within the communications field.

Micheal Martin, Mican stated, "We chose Barco because of its ability to provide us with an highly-advanced technology and Barco was the only solution that provides a turn key package for broadcasters. This enables us to provide our customers with the best value and the most comprehensive solutions." www.mican.ca

Barco Press Release

About Barco

Barco, an international company headquartered in Kortrijk, Belgium, is active in three key areas of imaging technology. Barco designs and develops solutions for large screen visualization, display solutions for life-critical applications, and systems for visual inspection. Barco has a network of subsidiaries, distributors and agents in almost 100 countries. Barco is quoted on Brussels/Euronext and is a BEL 20 and a Next 150 company.

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