

NEWS RELEASE

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COLORFRONT TO SHOWCASE ADVANCED HDR CINEMA MASTERING SOLUTIONS AT CINEEUROPE 2025

Innovative mastering workflows demonstrated with advanced HDR cinema projection technologies; Key HDR cinema panel discussion featured at ICTA Summit

CineEurope, Barcelona, June 15, 2025 – Colorfront (colorfront.com), an Academy and Emmy Award-winning developer of advanced cinema mastering, transcoding, and streaming technologies, will showcase its latest innovations at CineEurope 2025, the official annual convention of the International Union of Cinemas (UNIC), held **June 16–19 at the Barcelona International Convention Centre (CCIB), Spain**.

Powered by the Colorfront Engine, Colorfront's HDR Cinema Tools provide precision mastering workflows compliant with all major cinema HDR specifications, including the latest standards from Digital Cinema Initiatives (DCI). These advanced solutions enable filmmakers and exhibitors to accurately preserve and reproduce original creative intent across multiple cinema deliverables.

Colorfront will participate in the International **Cinema Technology Association's (ICTA) Barcelona Cinema Technology Summit** on June 15. **Bill Feightner, Colorfront CTO** and renowned HDR cinema expert, will join industry leaders for a panel discussion titled *"Extended, Variable & High Dynamic Range Solutions: Exhibitor and Distributor Perspectives"* at The Phenomena Experience. This session will explore critical operational considerations, market opportunities, and future trends in HDR cinema adoption.

Visitors at CineEurope will experience live demonstrations of Colorfront's seamless integration with cutting-edge HDR projection technologies:

At **Christie (booth MR 134)**, Colorfront will demonstrate split-screen side-by-side comparisons of Standard Dynamic Range (SDR) versus **Christie's Variable Dynamic Range**

(VDR). This demonstration on the reference-quality **Sony BVM-HX3110 mastering monitor** widely recognized as the gold standard for critical evaluation in HDR reference displays will highlight the significant visual enhancements achievable through Colorfront HDR Cinema Tools and Christie VDR laser projection, including greater contrast, deeper blacks, enhanced dark-scene detail, reduced power consumption, and extended laser life—all without specialized mastering requirements.

At **Barco (booth MR 111)**, Colorfront will present an exclusive demonstration titled *"Barco HDR Mastering: Efficient Workflows for Consistent Creative Intent Across Formats,"* on **Wednesday, June 18, from 2:30 PM to 3:00 PM**. This streamlined HDR cinema mastering workflow, featuring Colorfront Transcoder integrated with Barco's HDR Light Steering projection system and HDR Lightbox, emphasizes efficient HDR mastering to achieve consistent creative outcomes across various formats, as previously presented at SMPTE's *Future of Cinema* event during NAB 2025.

Additionally, CineEurope attendees can experience Angel Studios' exclusive screening of SKETCH, the first feature presented at CineEurope in HDR by Barco. Scheduled for Thursday, June 19, from 11:00 AM to 1:30 PM in the CCIB Auditorium, this event highlights the advanced visual capabilities of Barco's HDR Light Steering technology.

"As HDR continues to redefine premium cinema experiences globally, Colorfront remains dedicated to providing filmmakers and exhibitors with sophisticated, easy-to-integrate tools that maintain consistent creative vision and superior image quality across all cinema formats," said **Aron Jaszberenyi, Managing Director of Colorfront**. *"We look forward to demonstrating at CineEurope 2025 how efficient HDR mastering solutions can elevate audience engagement and creative fidelity."*

About

Colorfront

Colorfront, headquartered in Budapest with offices in Los Angeles, is an Academy and Emmy Award-winning developer of innovative cinema mastering, transcoding, and streaming solutions. The company's cutting-edge technologies enable studios, streaming services, filmmakers, and exhibitors worldwide to deliver consistent and artistically precise cinematic experiences across all formats. Trusted by Hollywood studios and leading content creators, Colorfront continues to pioneer advancements in digital cinema workflows, preserving creative intent while enhancing operational efficiency. For more information, visit colorfront.com.