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Whitaker Center to Upgrade Select Medical Digital Cinema to Laser Projector in Partnership with D3D Cinema and Barco Smart Laser

Upgrading to a Barco Smart Laser will provide Whitaker Center with numerous programming and cost-saving benefits

Harrisburg, PA (July 9, 2019) - Whitaker Center is partnering with D3D Cinema and Barco Smart Laser to upgrade to a laser projector inside Select Medical Digital Cinema, an upgrade that will provide numerous benefits to Whitaker Center programming (Surgery Live! partnership with Highmark and Penn State Milton S. Hershey Medical Center, esports competitions and live-streaming, documentary viewing and more) through a significant increase in quality and a significant decrease in both energy use and overall operating cost.

The benefits of a Barco Smart Laser are as clear as the picture it produces; all of the models Barco produces are highly efficient, produce up to 35,000 lumens of brightness, and have superior image quality. According to a white paper authored by Goran Stojmenovik, Sr. Product Manager Laser Projection at Barco, a test done by TNS Kantar indicated that “80% of people do notice and appreciate the superior image quality of Barco Smart Laser over Xenon projection.” Additionally, Barco Smart Laser offers up to an 80% reduction in operating costs, thanks to consuming 38-52% less electricity, providing savings on HVAC needs for the projector, and eliminating all lamp costs associated with Xenon projection. “With its higher contrast, uniformity, and image consistency, Barco Smart Laser raises the bar to become the new technology of choice for mainstream cinema projection,” wrote Stojmenovik.

Joe Easton, Cinema and Exhibits Manager at Whitaker Center, is excited to see the difference the Barco Smart Laser will make on the 40-foot-tall screen inside Select Medical Digital Cinema.

“We’ve seen the differences on other screens: the consistent brightness the laser projector provides and the incredible image quality; I can’t wait to see what looks like on our giant screen,” said Easton. “If you haven’t seen a documentary like McGillivray Freeman’s *Great Bear Rainforest 3D* or watched a live esports event in our cinema, now it will be even better than it has been in the past.”

Select Medical Digital Cinema will be closed while D3D Cinema completes the upgrade process, from Monday, July 22 through Friday, July 26, 2019. The cinema will have a grand re-opening on Saturday, July 27th featuring free documentaries with the purchase of Harsco Science Center admission (which is free for members).

For more information on Select Medical Digital Cinema and other Whitaker Center events and programs, as well as hours of operation and information about becoming a member, call 717-214-ARTS (2787) or visit whitakercenter.org

About Whitaker Center

Whitaker Center for Science and the Arts is a non-profit center for the arts, education, entertainment and cultural enrichment located in the heart of Harrisburg’s vibrant downtown. Whitaker Center is home to Sunoco Performance Theater, Harsco Science Center and Select Medical Digital Cinema featuring a four-story premium large format theater. Visit whitakercenter.org for a full list of events, shows, hours of operation, and ticket rates.