



WHICH WAY WOULD YOU RATHER WATCH MOVIES?

◀ This is how major motion pictures look on a standard 16:9 screen or any flat panel TV. Recognize those annoying black bars?

▶ This is how major motion pictures look in true cinema widescreen format using a Panamorph lens system on a wider 2.40:1 screen.

With a Panamorph lens, you gain over 30% more brightness and resolution and an 80% larger image. With no black bars.



THE TRUTH ABOUT 16:9

Aspect ratio refers to the ratio of width to height. In other words, a screen that has a 2.40:1 aspect ratio is 2.4 times wider than it is tall. A 16:9 aspect ratio has a screen 1.78 times its height. Now add to the equation that over 70% of all major motion pictures are filmed in this wider aspect ratio of around 2.40:1. The end result is that these films must be compressed to fit within the smaller 16:9 screens, stuck between two black bars.

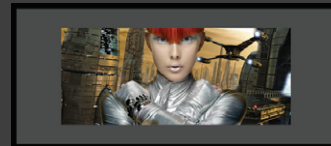
Those black "letterbox" bars represent a surprising 25% waste of the display's claimed "1080p" resolution. Rather than taking advantage of the full 1920x1080 resolution of your flat panel or 16:9 projector, letterboxed movies are generally encoded at a mere 1920x810. What happened to the other 270 vertical rows of pixels? Over half a million pixels are lost to create those two obtrusive black letterbox bars.

The Panamorph lens system takes every single special effect right to the edge of the screen, restoring every last pixel for action and adventure - exactly the way the movie was meant to be experienced.



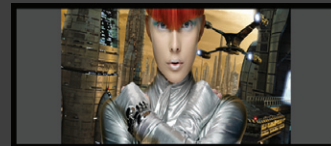
BASIC 16:9 SYSTEM

Standard 2.40:1 image from a 16:9 projector showing black bars of unused pixels with a reduced resolution of 1920x810.



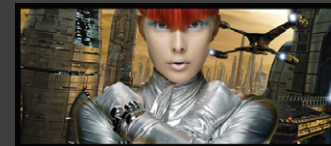
STEP 1

Replace the 16:9 screen with a wider 2.40:1 screen.



STEP 2

The 2.40:1 image is first vertically stretched electronically to use all 1920x1080 pixels and the full brightness from a 16:9 projector.



STEP 3

The image is then optically stretched in the horizontal direction using Panamorph's proprietary technology, restoring the original aspect ratio.

Panamorph™

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