

## Presse Press

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### Osram presents the XBO app at CineEurope 2018

The service platform is a digital tool for cinemas and cinema operators worldwide for simplifying the operation and maintenance of the classic XBO lamp

**At the 27th CineEurope show in Barcelona where the European film world will gather from June 11 to 14, Osram will be unveiling its new XBO service platform. The new app for Android and iOS represents a premiere in the film industry and has been developed specifically for cinema technicians. It means that the extensive know-how of Osram's XBO engineers is just a click away. "With this app, our classic Oscar winning lamp for cinema projectors will be even easier to use. The digital service platform offers comprehensive information on the lamp, tips on training and installation, troubleshooting videos, the latest news and the ability to send queries to an Osram contact directly from the app", explained Hans-Joachim Schwabe, CEO Specialty Lighting at Osram. The XBO app can be put through its paces for the first time at the Osram booth at CineEurope (booth 323).**

As the successor to the carbon lamp, the XBO lamp from Osram revolutionized cinema projection worldwide in the 1950s, enabling Hollywood blockbusters to be seen for the first time in their true colors at cinemas in Europe. Even today, more than 60 years later, the gas discharge lamp "Made in Germany" is still being used in most of the cinema projectors throughout the world. Thanks to a continual process of improvement and modernization the XBO cinema lamp more than meets the requirements of the digital cinema and offers extra-long lamp life, a wide dimming range, bright screen illumination from its short arc, very high luminous intensity and simple maintenance.

#### **Extra benefit in lamp handling**

The XBO service platform has been designed to satisfy the wishes and demands of Osram customers and provide an additional benefit in the operation and maintenance of the lamps. All the relevant information on XBO lamps is just a click away on the cinema

The OSRAM logo is displayed in a bold, orange, sans-serif font.

technician's smartphone. The app provides extensive product information together with all the important details, plus training and technical support. Short videos give users practical tips on installation and troubleshooting. Customers can find the latest information, events, product launches and campaigns in the "News" section. There is also a list of XBO experts with details of local and global Osram representatives. Osram customers who are unable to solve problems themselves can send their queries to the XBO service team directly from the app.

You can find more information on the XBO portfolio here: [www.osram.com/xbo](http://www.osram.com/xbo)



Osram offers a wide range of XBO cinema lamps for the most common projectors. The new XBO app provides useful information and help with operation and maintenance.

Picture: Osram



The XBO app is available to download now free of charge for Android and iOS.

Picture: Osram

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**ABOUT OSRAM**

OSRAM, based in Munich, is a leading global high-tech company with a history dating back more than 110 years. Primarily focused on semiconductor-based technologies, our products are used in highly diverse applications ranging from virtual reality to autonomous driving and from smartphones to smart and connected lighting solutions in buildings and cities. OSRAM uses the endless possibilities of light to improve the quality of life for individuals and communities. OSRAM's innovations enable people all over the world not only to see better, but also to communicate, travel, work and live better. OSRAM has approximately 26,400 employees worldwide as of end of fiscal 2017 (September 30) and generated revenue of more than €4.1 billion. 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).