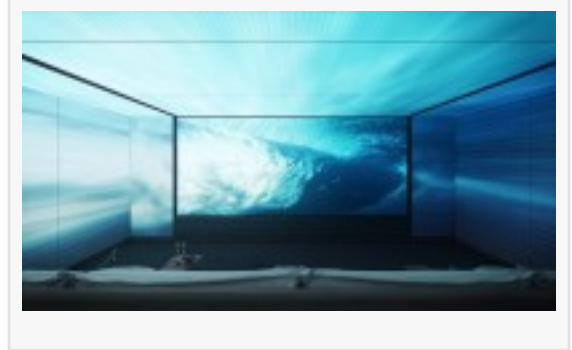


# 'The Lumiere' Immersive Cinema Design Launched At Global Superyacht Forum 2016

*Genesis Marine Division and Van Geest Design partner up to create ultimate immersive cinema experience without boundaries*

AMSTERDAM, THE NETHERLANDS, November 15, 2016 /EINPresswire.com/ -- [Genesis](#) and [Van Geest](#) announce the proof of concept for their newest collaboration dubbed 'The Lumiere'. Named after the famous French film pioneers The Lumiere brothers, the new concept pushes the envelope in classic cinema design and performance.



"The idea behind 'The Lumiere' concept was to find a way to truly immerse yourself in the movie and for the room to become one with the projection, with its lighting and the resonating images and sound", says Pieter Van Geest, CEO Van Geest Design. 'We aim to create that one special room on a yacht or in your home where boundaries of a small space are erased and your senses are awakened".

Entering untapped territory in immersive design and technology the cinema is equipped with image projection by Barco DCI compliant projectors and features the exclusive Bel Air Cinema 'Day & Date' service, offering movies, concerts and sports events at the very time they hit the box office. The ambient video and surrounding lighting effects are created through Philips' LightVibes syncing the on-screen content to the panels. Some DCI content is already scripted by Philips in cooperation with Hollywood studios, alternatively content for walls and ceilings can be generated with a patented interpolation algorithm. Any content can be scripted according to the owner's expectations. The cinema supports any Dolby Atmos, DTS:X and Auro-3D speaker set-up in the Genesis high-end speaker portfolio.

"'The Lumiere' is the next generation private theatre; it is an additional dimension in entertainment and luxury," says Torsten Steinbrecher, General Manager Genesis Technologies and CEO Genesis Marine Division.

A limited number of trusted Genesis Marine Division integrators is ready to install 'The Lumiere' at a cost of approximately €2.2 million.

## About Genesis Marine Division

Genesis Marine, a division of the Genesis Technologies Group, is a highly specialized, vertical AV distributor with a reputation as Europe's exclusive outlet for premium brands and solutions.

## About Van Geest Design

Van Geest Design strives to keep a design pure and uncluttered. The company integrates the interaction between the outside environment and the interior spaces of the yacht. As a result of its technical and production knowledge, Van Geest Design evolves with its designs, always featuring something innovative and unique.

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