

For Christie cinema partners worldwide | September 2020

## Create new opportunities with rental mode

Now available for all Christie CineLife and CineLife+ series projectors

Our premium CineLife™ and CineLife+™ projectors featuring Christie Real|Laser™ with user-friendly, ultra-fast processing electronics platforms now include rental mode.



### What's rental mode?

An easy-to-use and easy-to-integrate function that enables you to rent out a CineLife/CineLife+ Series projector by duration and brightness<sup>1</sup>. Meaning, you can lock each rental mode-enabled projector to a set number of operational hours, or a period of time, such as week-to-week, month-to-month, or a fixed end-date.

### The benefits of rental mode

- › Gives new life to projectors sitting in inventory
- › You can now rent out your projectors for applications like time-limited events and outdoor cinemas
- › Allows you to leave your installed projectors in place - no need to repurpose or move equipment
- › Introduces a new way to acquire Real|Laser™ projectors for permanent installations

### Which projectors include rental mode?

Rental mode is available on the following firmware versions and later:

CineLife	2.5.0-10	Rental mode capable
CineLife+	1.2.0-9	Rental mode capable
CineLife+	1.3.0-x	Rental mode with brightness restriction capable <sup>1</sup>

## Here's how it works

1. Whether you have a CineLife or CineLife+ projector that's ready to be rented or you need to purchase new projectors from us for rental use, you'll want to ensure you update the projector's firmware to the latest version.
2. Once you're ready, contact [cinema.rental@christiedigital.com](mailto:cinema.rental@christiedigital.com) to purchase the rental license based on the duration and brightness<sup>1</sup> you need.
3. Our team will send you 2 download files based on your requirements:
  - › Commission file - Activates projector into rental mode
  - › License file - A license based on duration or brightness<sup>1</sup> set within terms
4. With both files installed, you and your CineLife or CineLife+ projector is now ready for rental mode!

## Have any questions? Interested in rental mode?

Reach out to one of our cinema sales representatives for pricing and to find out how you can use rental mode to create new opportunities for your business.

1. Rental mode brightness restriction is only available on CineLife+ projectors running firmware 1.3.0-x or higher



For the most current specification information, please visit [christiedigital.com](http://christiedigital.com)

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CD3813-Cinema-rental-mode-Aug-23-EN

