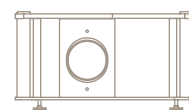


THE ULTIMATE EXPRESSION
OF PRIVATE CINEMA



UNFORGETTABLE EVERY TIME



—∞—

THERE ARE THOSE INDIVIDUALS
FOR WHOM EXCELLENCE IS A STANDARD.
THEIR PREFERRED MODE OF TRANSPORTATION
WAITS ON THE RUNWAY. VINTAGES IN THEIR CELLARS
HAVE WON CRITICAL ACCLAIM FOR QUALITY *AND* RARITY.
THEIR CLOSETS BESPEAK THE FINEST TAILORING
AND TIMELESS GLAMOUR. *RUNCO UNDERSTANDS.*
THE ULTIMATE EXPRESSION OF HANDCRAFTED
PRIVATE CINEMA HAS BEEN OUR BUSINESS
FOR NEARLY 25 YEARS.

—∞—



SEE TOMORROW FIRST

Innovation resets the bar. Runco has continuously challenged—and changed—its customers' expectations of what is possible with cinema performance. As masters of video processing, image scaling, and flawless film reproduction, Runco shows you what tomorrow's cinema will look like, first.

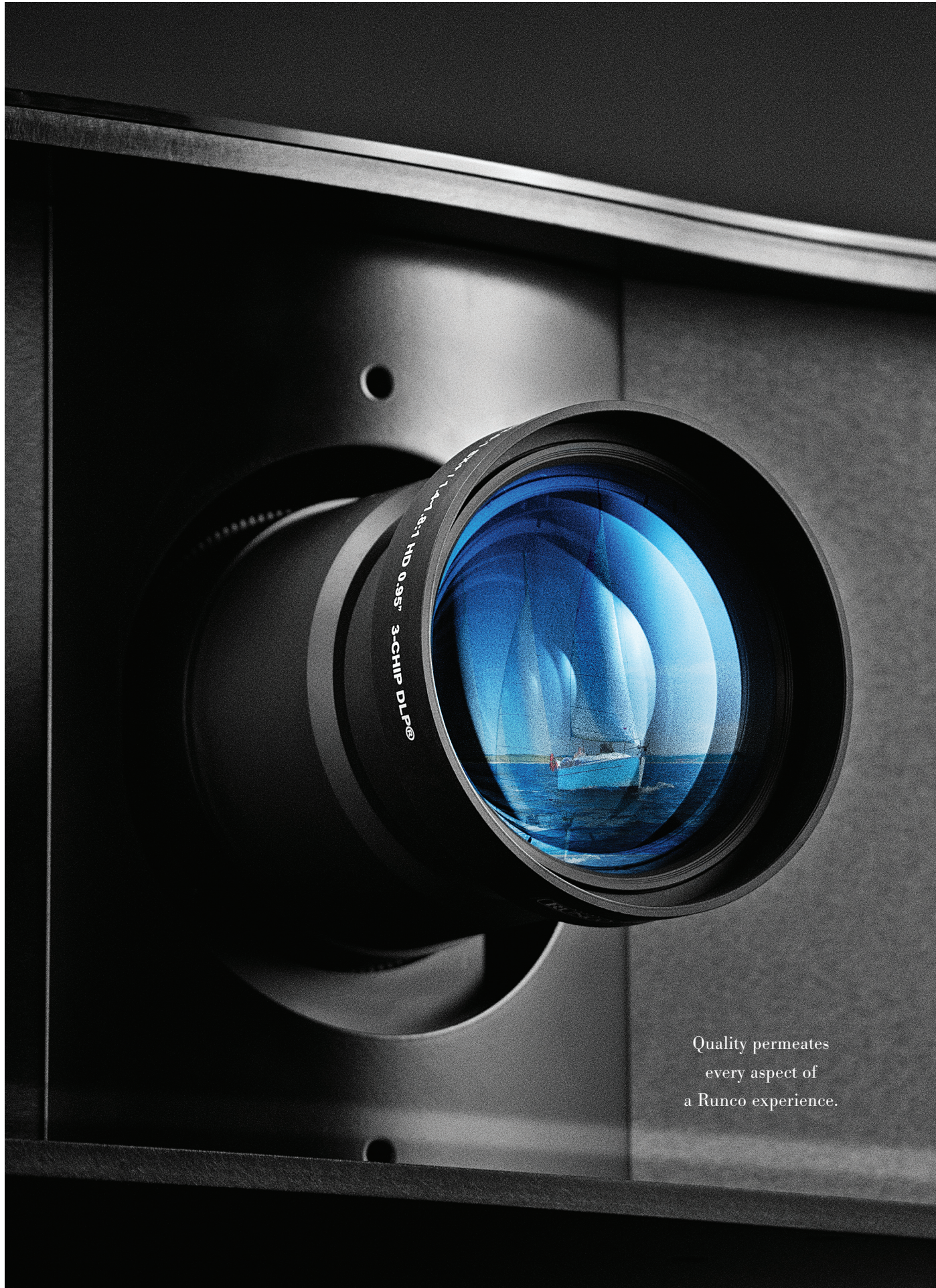


Why settle for losing more than one-third of your screen's real estate, or be forced to miss cinematic detail? Runco's award-winning CineWide® anamorphic lens technology ensures that you capture it all.

RUNCO ∞ THE ULTIMATE EXPRESSION OF PRIVATE CINEMA



Innovation is less about finding new answers and more about asking different questions.

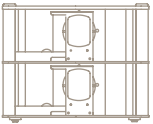


Quality permeates
every aspect of
a Runco experience.



READ BETWEEN THE LINES

Whether an arched eyebrow or tightened grip on putter, physical reactions speak volumes. Our commitment to uncompromising quality enables you to grasp every onscreen nuance. Runco improves image clarity and enhances contrast, preserving image quality even in the darkest scenes. Our three-dimensional visualization technology mirrors human eye physiology and brain processing to deliver full-resolution depth and dimension to both eyes. And faster-than-light processing removes any last perceptual barrier to your visual experience, so you will not miss a single detail.



Runco Vivix™ video processing perfects frame color and brightness. Our innovative technology and engineering deliver sports, film, or the evening news all in glorious high definition.



NEVER COMPROMISE

A 24-year history of unsurpassed innovation, quality, and performance can only be achieved when a company is satisfied with nothing less. Your Runco private cinema system is unique—built for your theater’s specifications and handcrafted for you alone. From our expert technical engineers to our family of carefully chosen dealers, we stand ready to deliver an experience that you never imagined was possible. And one you soon cannot imagine living without.

We combine fanatical attention to video with a passionate dedication to quality and service.

RUNCO ∞ THE ULTIMATE EXPRESSION OF PRIVATE CINEMA



Inky, opaque blacks.
Vibrant, accurate colors and detail
clarity that make your heart race.
Runco transforms beautiful
into impeccable.



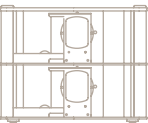
OUT OF THE THEATER, INTO YOUR HOME

Our pioneering approach and unwavering focus to excellence has given us distinctive insight into what constitutes an unforgettable private cinema experience. Runco dealers work closely with you to design, plan, and create your ideal Runco system. They stand with you every step of the way to deliver the cinema of your dreams.

Now experience Runco yourself.



IMMERSE YOURSELF



Runco is an award-winning brand and product division of Planar Systems, Inc. Founded in 1983, Planar is a leading provider of displays for specialty applications where image experience matters. The company's history of innovation extends to applications as diverse as medical equipment, military avionics, video walls, and digital signage systems. Planar is headquartered in Oregon, USA, with service and support networks, manufacturing partners, and customers worldwide. For more information, visit us at planar.com.

