



## **PRESS RELEASE**

Liège-Barchon (Belgium) & London (United Kingdom) – 3 August 2023

# **CinemaNext Signals Global Expansion with Appointment of Patrick von Sychowski as Digital Marketing & Communications Manager**

**Liège-Barchon (Belgium) & London (UK) – 3 August 2023/** CinemaNext, the European, Middle Eastern and African specialist in cinema exhibitor services, is thrilled to announce the appointment of Patrick von Sychowski as its new Digital Marketing and Communications Manager. With his wealth of experience and extensive connections in the cinema industry, Patrick is poised to help usher CinemaNext's marketing endeavors into an exciting new phase. The appointment is part of CinemaNext's expansion of its global footprint beyond its core markets in Europe.

In his role, Patrick will be responsible for spearheading CinemaNext's digital marketing and communications strategies, driving brand visibility, providing thought leadership and ensuring effective communication across all channels, both internally and externally. With a proven track record of success and an in-depth understanding of the international cinema landscape, Patrick's addition to the team promises to elevate CinemaNext's market presence and strengthen industry relationships. The appointment comes as CinemaNext has deepened its ties in its traditional EMEA markets and is preparing to grow globally, with plans for the Americas, Africa, Middle East and beyond.

Georges Garic, CEO of CinemaNext, expressed his enthusiasm about Patrick joining the company, stating, "We are delighted to welcome Patrick to CinemaNext as our Digital Marketing and Communications Manager. His remarkable expertise in the cinema industry, combined with his unparalleled network of connections, makes him the ideal candidate for this role. We believe Patrick's vision and leadership will undoubtedly take our marketing efforts to new heights and reinforce our position as a leading global innovator in the cinema technology and services domain." Patrick will be based in London, reporting to Alexandra Body, Marketing and Communications Director at CinemaNext.

Patrick brings over two decades of experience in the cinema sector, having held key positions at Unique, Deluxe and Reliance MediaWorks, as well as most recently being Editor of Celluloid Junkie. In addition, he is a board member of CTC, EDCF and founder of the annual Top Women in Global Cinema list. His focus on communicating the latest trends and innovations in the world-wide cinema industry aligns perfectly with CinemaNext's commitment to providing cutting-edge solutions for the entertainment industry.

"I am genuinely excited to be joining CinemaNext, having followed and written about it for many years, because it is a truly global operation. CinemaNext is quite literally building cinema and helping to create the future of the greatest entertainment medium ever invented," said Patrick. "I look forward to leveraging my industry knowledge and connections to amplify CinemaNext's presence on the digital frontier and engage with CinemaNext's partners and clients in innovative and meaningful ways. Stay tuned for more details of what we have planned in the very near future."



#### **ABOUT CINEMANEXT**

*CinemaNext is the largest cinema exhibition services company in EMEA, providing smart, comprehensive solutions across the board, from projection equipment, audio systems, central systems, premium cinema solutions, cinema outfitting, content management, 3D projection systems & glasses, TMS, digital signage, screens to consulting services. Clients enjoy the highest level of reliability and lowest cost of ownership through our various services: consulting, design & project management, equipment sales and financing, installation, maintenance, support (NOC), online monitoring, content management, spare and consumables, service agreements and supply chain & logistics. 13,000 screens have been installed by our technicians to date. 9,500 screens in Europe currently avail of service contracts with our company. CinemaNext's main office is located in Liège-Blegny (Belgium). Regional offices can be found in 26 countries across Europe, Africa and the Middle East. For more information, please connect to <https://www.cinemanext.com>.*

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In this press release, Patrick von Sychowski is introduced as the new Digital Marketing and Communications Manager at CinemaNext. The CEO praises Patrick's expertise and connections in the cinema industry, highlighting how his appointment will enhance the company's marketing efforts. The release also includes a quote from Patrick expressing his excitement about joining CinemaNext and contributing to its continued success.