



**Press Release**

*London (United Kingdom) and Dublin (Ireland) – 22 June 2022*

## **Ireland's Omniplex Cinema Group Signs with CinemaNext to Upgrade 51 Locations with Laser Light Upgrades from Cinionic**

**London (UK) and Dublin (Ireland) – 22 June 2022** / CinemaNext, the EMEA specialist in cinema exhibitor services, and Omniplex Cinema Group, Ireland's largest cinema circuit, today announced the signing of an agreement for the sale and roll out of RGB+ Laser-light source upgrades from Cinionic and light engine cleaning for Barco Series 2 projectors in 51 Omniplex auditoriums.

Marking one of the largest laser light upgrade (LLU) contracts in Europe to date, the roll out across 9 Omniplex cinemas in Ireland and Northern Ireland will take place through the second half of 2022 and adds to the 2019 upgrade to Laser Projection by Cinionic at 29 of Omniplex's largest screens.

"Following our first laser upgrade cycle with CinemaNext in 2019, we are delighted to be embarking on this renewal project with them," explains Paul Anderson, Managing Director of Omniplex Cinema Group. "We have consistently been able to depend on CinemaNext's expertise to help advise us in selecting the best solutions to meet our needs. Brand-new laser RGB+ light sources provided by Cinionic will be used to retrofit existing Xenon lamp-powered projectors in these 51 auditoriums. It also means no more lamp replacements in the upgraded projection booths, and as much as 30% increase in light output and 78% less power consumption vs. Xenon lamp projection. As a result, not only will we lower our operating costs, but we will continue to deliver a consistently high-quality moviegoing experience for Irish audiences."

"We've enjoyed a lengthy partnership with Omniplex and are thrilled to be spearheading this retrofit project in collaboration with Cinionic," adds Jerry Murdoch, Country Manager for CinemaNext UK & Ireland. "By replacing their current lamp houses with a compact laser module, Omniplex will not only extend the lifespan of their existing projectors but also raise the bar on image quality with greater contrast, better uniformity and image consistency as part of their renewal strategy."

With offices in 26 countries and over 13,000 screens installed globally to date, CinemaNext is the largest cinema exhibition services company in EMEA. It provides smart, comprehensive solutions across the board: projection equipment, audio systems, Sphera premium cinema, CinemaNext Shop e-commerce platform, central systems, cinema outfitting and seating, content management, 3D projection systems & glasses, TMS, digital signage and screens. 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, remote technical support (NOC), online monitoring, spare and consumables, service agreements and supply chain & logistics.

### **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>



# OMNIPLEX

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**ABOUT OMNIPLEX CINEMA GROUP**

Omniplex Cinema Group is a diverse leisure and entertainment company primarily consisting of cinema operations and leisure orientated property investments. A typical Omniplex cinema location ranges from 4 - 14 screens and are located in most major cities and towns in Ireland and Northern Ireland. Consistency, highest level of customer service, diverse scheduling in a clean and welcoming environment is at the core of Omniplex's operating goals. All Omniplex Cinema locations boast the latest in projection and digital sound technology. Omniplex Cinemas have become the standard bearer for multiplex facilities including our custom designed leather rocker chairs now becoming a standard feature. Our OmniplexMAXX Premium Large Format is currently being rolled out throughout the country and is the best place to watch the latest movie releases. For more information, please connect to <https://www.omniplex.ie>

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Source: CinemaNext UK and Omniplex Cinema Group