



PRESS RELEASE

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BAFTA chooses CinemaNext as Official Projection & Sound Supplier and Integrator

London (United Kingdom), 18 October 2021/ CinemaNext, the European, Middle Eastern & African specialist in cinema exhibitor services, is delighted to have been chosen by the British Academy of Film and Television Arts (BAFTA) to be their official Projection and Sound supplier and integrator.

Located in London, 195 Piccadilly is the home of the British Academy of Film and Television Arts and has recently undergone a major refurbishment. Due to officially open in 2022, it will be a creative centre for film, games and television and the central hub for BAFTA's UK-wide, and global, learning and talent development programmes.

As part of the works, the headquarters' two cinemas – The Princess Anne Theatre and The Run Run Shaw Theatre– have had important technology upgrades with laser RGB projectors from Christie and Dolby Atmos sound systems. Dolby have also created a Dolby Vision screen in the Princess Anne Theatre, with spectacular picture and sound quality in both rooms. A new space – The Ray Dolby room – features 360-degree projection mapping and screening capabilities.

CinemaNext's UK team, operating out of their offices in West London, have offered their services in two key areas:

- **Cinema equipment specification and design**
- **Cinema equipment installation and commissioning**

By improving facilities and doubling the building's capacity, the redevelopment will enable BAFTA to dramatically increase its charitable programme. A world-leading independent arts charity, BAFTA works throughout the year to find and promote the next generation of talent and to break down the barriers that can make it hard to build careers in the creative industries.

In collaboration with BAFTA's nominated partners, over a period of almost two years, CinemaNext developed design options, outlining the cinema equipment required for the auditoria layout and defining how to integrate into the architectural design. Part of these works included the finalising of the equipment list and the electrical designs.

Louise Robertson, Executive Director of Partnerships and Fundraising for BAFTA, said: "We are so excited to be working with CinemaNext to help bring our redeveloped space at 195 Piccadilly to life. The services they provide will give BAFTA the resources needed to dramatically expand our learning and talent development programme. With the generous support of our partners and donors, BAFTA will be able to provide the next generation with the tools to develop a career in film, games and television."

"We are honoured to be partnering with BAFTA as their official Projection & Sound supplier and integrator," added Jerry Murdoch, Country Manager for CinemaNext UK & Ireland. "During the 6-month build and installation process, CinemaNext has had a Lead Engineer on site, who has managed and supervised the installation, testing and commissioning of all cinema equipment - projectors, loudspeakers, our proprietary CinemaNext TMS and Monitoring content management solutions, and audio/video/data distribution. CinemaNext will also continue to support and service the installed equipment."

The final result will provide BAFTA members the opportunity to screen content in screening spaces with impeccable sound and vision and to show films with the best possible presentation for years to come.



ABOUT CINEMANEXT

CinemaNext is the largest cinema exhibition services company in the UK & 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>

ABOUT BAFTA

The British Academy of Film and Television Arts (BAFTA) is a world-leading independent arts charity that brings the very best work in film, games and television to public attention and supports the growth of creative talent in the UK and internationally. Through its Awards ceremonies and year-round programme of learning events and initiatives – which includes workshops, masterclasses, scholarships, lectures and mentoring schemes in the UK, USA and Asia – BAFTA identifies and celebrates excellence, discovers, inspires and nurtures new talent, and enables learning and creative collaboration.

The redevelopment of 195 Piccadilly will enable BAFTA to dramatically increase this support. It will double the building's capacity, install state-of-the-art technology throughout and create an entire floor devoted to BAFTA's learning and new talent programmes, enabling BAFTA to support over 80,000 people to develop a career in the creative industries each year. 195 Piccadilly will formally open in 2022. For advice and inspiration from the best creative minds in working in film, games and television, visit www.bafta.org/guru. For more, visit www.bafta.org. Registered charity number 216726.

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