



**PRESS RELEASE**

Paris – Asnières-sur-Seine (France) – 25 September 2018

## **CinemaNext Equips National Center of Cinematography and Moving Image's (CNC) Screening Facilities in Paris with EclairColor HDR Technology**

**Paris - Asnières-sur-Seine (France) – 25 September 2018** / CinemaNext, the European specialist in cinema exhibitor services (Ymagis Group, ISIN: FR0011471291, TICKER: MAGIS, PME-PEA, TECH 40), today announced that it has completed the installation of three new auditoria at the CNC's (France's National Center of Cinematography and Moving Image) headquarters located in the 14<sup>th</sup> arrondissement of Paris. The CNC's brand-new site has been equipped with the latest in cutting-edge image technology: EclairColor HDR, 3D-capable Sony Digital Cinema 4K projectors, and the innovative Twavox solution for audio description and hearing support.

"Having won the tender, we are delighted to lend our technical expertise and know-how to this complex project," said Maxime Rigaud, Managing Director of CinemaNext France. "It is of great importance to the CNC to be equipped with state-of-the-art projection technology to be able to work in optimal conditions. In addition to a high-quality 3D projection solution with incredibly light, passive glasses and white screen, we have installed a new accessibility solution with audio description, assistive listening and closed captioning in each of the three auditoria. We sincerely thank CNC president Frédérique Bredin and her technical teams for the confidence they have shown in us."

"The large auditorium (118 seats) and two smaller auditoria (40 seats each) are respectively equipped with 8.6m and 4.7m-wide screens," added Virgile Fridemann, CinemaNext account manager and director of the Bordeaux agency. "All three auditoria feature high-contrast EclairColor HDR technology via the Sony Digital Cinema 4K projectors. At a time when HDR is becoming increasingly prevalent on all media, we are very pleased that the CNC is now technically equipped to project this type of high-contrast content. HDR is well on its way to becoming the projection standard of tomorrow, and in EclairColor we are able to project an image that is twice as bright and with four times more contrast than the current cinema standard. This increased image quality is immediately perceptible by all."

### **ABOUT CINEMANEXT (YMAGIS GROUP)**

CinemaNext is the Ymagis Group's business unit dedicated to exhibitor services. Founded in 2007 and managed by professionals from the motion picture and high-tech industries, Ymagis Group is a European leader in advanced digital technology services for the cinema industry. Through CinemaNext and Eclair, the Group provides smart, comprehensive solutions to movie exhibitors, distributors (feature films & event cinema), producers, rights holders, cinema/TV advertising networks, broadcasters, OTT channels and video publishers. Over the years, Ymagis Group has significantly expanded its portfolio of solutions & services and further developed its geographic footprint in Europe with permanent offices in 26 countries. The company's core business is structured around three main units: CinemaNext (exhibitor services: sales and field services, software solutions, customer service/NOC and consulting), Eclair (content services: post-production, theatrical delivery, digital distribution, versioning and accessibility, restoration and preservation) and Ymagis (VPF & financial services). A publicly-traded company listed on Euronext, Ymagis Group is headquartered in Paris (France) and has close to 800 employees. For more information, please connect to <http://www.ymagis.com>, <http://www.cinemanext.com> or <http://www.eclair.digital.com>

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