



Press Release

Dallas (TX, USA) and Liège (Belgium) – 28 August 2017

CinemaNext Opens New Offices in Dallas and Presents EclairColor HDR Solution in Conjunction with CinéShow USA

Dallas (TX, USA) and Liège (Belgium) – 28 August 2017/ CinemaNext, the European specialist in cinema exhibitor services (Ymagis Group ISIN: FR0011471291 TICKER: MAGIS), today announced the official opening of CinemaNext North America's brand new, 5,382 sq. ft./550 m2 offices in Irving, Texas, conveniently located next to Dallas-Fort Worth International Airport. The new facility boasts a 12-seat screening room equipped with EclairColor HDR technology as well as a showroom with digital equipment and solutions on display, office space, conference rooms, customer service/NOC and a warehouse.

"After joining Ymagis Group this last spring, we are now moving full steam ahead with the launch of new facilities in Dallas, reflecting our ambitions for the development of our US-based activities," explains Stan Hays, Managing Partner of CinemaNext North America. "Our innovative software – Melody TMS, Monitoring Tools and Customer Portal – and hardware solutions, including 4K HDR projection and immersive audio systems, with efficient, quality-driven processes will prove to be a very interesting alternative offer for cinema exhibitors, whom we look forward to meeting at this year's CinéShow, right here in our hometown."

The announcement is made in conjunction with the National Association of Theatre Owners' CinéShow convention, which takes place August 28-30 in Dallas. On Tuesday, August 29, CinéShow attendees can attend a special presentation, "HDR – Next Generation Cinema Picture Technology That Dazzles;" by CinemaNext North America Business Development Manager, Keith Watanabe. The CinemaNext team will be at to CinéShow's Trade Show on Wednesday, before hosting an open house event at its new offices from 8:30 am to 12:00 pm on Thursday, August 31.

Featuring image projection of unprecedented quality, the EclairColor HDR solution will be demoed at CinemaNext's new screening facility on Thursday, August 31. To learn more about EclairColor, please visit <http://www.eclaircolor.com> and <http://www.cinemanext.com>

CinemaNext North America offers cinema exhibitors a wide range of products, services and integrated software solutions and aims to be a highly-attractive alternative to existing solutions on the US market. Global service points for projection and audio systems, installation and maintenance have been established to address cinema exhibitors' needs with a strong network of technicians across six regions in the US: Northwest, Southwest, North Central, South Central, Northeast and Southeast.

CinemaNext North America is headquartered at 6012 W. Campus Circle Dr., Irving, Texas 75063. Google Map: <https://goo.gl/maps/jx9jpy9pH152>

EclairColor™ is a registered trademark of Ymagis Group.

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 and comprehensive solutions to movie exhibitors, distributors (feature films & event cinema), producers, rights holders, cinema/TV advertising networks, broadcasters, VOD/S-VOD platform operators and video publishers. Over the years, Ymagis Group has significantly grown its portfolio of solutions & services and further developed its geographic footprint in Europe with permanent offices in 20 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 counts close to 800 employees. For more information, please connect to <http://www.ymagis.com>, <http://www.cinemanext.digital> or <http://www.eclair.digital>



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