



PRESS RELEASE

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CinemaNext Announces New Premium Format Cinema Concept *Sphera* at CinemaCon 2017

Paris (France) and Liège (Belgium), 21 March 2017/ CinemaNext, Ymagis Group's leading exhibitor services provider in Europe (ISIN: FR0011471291, TICKER: MAGIS, PEA-PME-eligible), today announced the launch of Sphera, its new premium format cinema concept, delivering a superior moviegoing experience and content flexibility for cinema operators and theatre owners, at the upcoming CinemaCon 2017. CinemaNext will introduce Sphera next week at its booth #2313A (Augustus Ballroom) at Caesars Palace during CinemaCon, the official convention of the National Association of Theatre Owners (NATO), which takes place in Las Vegas (NV), 27-30 March 2017.

"With the launch of Sphera, a new benchmark in premium format cinema, we are committed to providing the highest-quality cinemagoing experience," explains Till Cusmann, Senior Vice President of CinemaNext. "Our comprehensive offer includes design, projection, audio and color treatment. Sphera can either be implemented as part of new cinema builds or retrofitted auditoriums. It also provides the ultimate viewing experience combined with total programming flexibility. Film, arts, gaming, events and concerts are all delivered with the sharpest picture, the deepest sound and in perfect comfort. The components combine to produce a truly immersive effect, opening new worlds for audiences with rich and varied content."

"After recently unveiling EclairColor, our new digital HDR color technology, Ymagis Group is thrilled to bring yet another innovation to cinema exhibitors with Sphera," said Jean Mizrahi, Founder and CEO of Ymagis Group. "It is our ambition to provide exhibitors – whether they operate small, medium or large-size cinema complexes – with a new turnkey solution that will help them dramatically enhance the audience experience with impressive cinematic visuals, immersive audio and state-of-the-art contemporary design."

The most advanced technology

Sphera offers the highest picture quality available today with deeper blacks, richer colors and finer details. Powered by EclairColor and the latest projection technologies, Sphera features a new digital HDR color solution that combines an innovative mastering process with the optimization of select projection system technologies. Presenting images with more contrast and greater fidelity, EclairColor delivers image projection of unprecedented quality, brings out detail, and gives a better sense of depth. Sphera projection systems are 4K and screens are wall-to-wall for greater impact. 3D projection is particularly powerful thanks to the configuration, and all auditoriums are HDR ready.

Using subwoofer technology based on the latest knowledge of energy transducers that is unique in the cinema industry, Sphera's audio system is unrivalled. Moviegoers are literally enveloped in a surrounding sound, based on Dolby™ Atmos, that puts them center stage with intelligent and multidimensional delivery. It showcases a higher frequency than standard systems, with a greater, more powerful bass each moviegoer can feel instead of hear. There's no need for cinema operators to rely on audio technicians, as the system is truly multi-purpose. Exhibitors can easily switch between configurations for different content using any device.

Design values

Sphera's designers have created a distinct interior concept that includes a lobby area, bar area and a unique Eames-inspired seat design, covered with material to reduce light reflection. An artistic, dynamic lighting system enhances the overall entertainment experience. It can be programmed to reflect content or mood; building anticipation, adding to the excitement or instilling a relaxed feel. The auditorium can become a 360° ambient light effect with different lighting for moviegoers' arrival, advertising, movie trailers, breaks and credits.

Learn more about Sphera at <http://www.spheracinema.com>

Sphera a is 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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