



PRESS RELEASE

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## CinemaNext Transforms Munich's Mathäser Filmpalast 6 Into First German QSC-Certified Theatre

Düsseldorf (Germany) and Costa Mesa (Calif.), 16 November 2016/ CinemaNext, the European specialist in cinema exhibitor services (Ymagis Group - ISIN: FR0011471291 TICKER: MAGIS), and QSC, **the world's leading manufacturer of professional power** amplifiers, loudspeaker systems and advanced audio products tailored for cinemas, are pleased to announce the **first German "QSC-Certified Theatre"** certification awarded to the prestigious Mathäser Filmpalast Auditorium (m)K6 in Munich (Germany). **Kinopolis'** largest cinema complex, the Mathäser Filmpalast now boasts a cutting-edge Dolby® Atmos cinema auditorium powered by QSC Q-SYS technology, the world's most powerful networked audio solution.

The QSC Certified Theatre Program (CTP) is available to all QSC-equipped cinemas whose operators agree to adhere to a set of specifications and guidelines. These guidelines include industry best practices in general room design and acoustics, projection quality, and sound system design and operation.

The QSC Q-SYS system is a completely new technology with no equal as an integrated, scalable audio solution in the cinema industry. Built from the ground up on a powerful, open and IT-friendly foundation, the Q-SYS platform exceeds the limitations in scope, performance, and usability that have kept previous networked audio control systems from reaching their full potential.

Installed in the Mathäser Filmpalast's **Auditorium (m)K6**, the QSC Q-SYS technology consists of a network of 23 QSC DPA-Q amplifiers and 50 powerful QSC loudspeakers, controlled and monitored by two Q-SYS Core 500i processor. In addition to the new 4K projection system, an entirely new LED light concept was deployed as part of an extensive design and outfitting plan.

**"Our company has enjoyed a very successful partnership with QSC for many years,"** said Till Cussmann, CinemaNext Senior Vice-President. **"The QSC Q-SYS has truly revolutionized cinema sound technology. This system has so many capabilities, uses much less hardware with a lot more power and turns every cinema into an easy-to-manage, multipurpose auditorium."**

"The goal of this certification program is to promote a superior cinematic experience for moviegoers. Thanks to our innovative products and CinemaNext's professional and skilled installation team, the result is just outstanding," added **Danny Pickett, QSC's Director Global Cinema Salesforce.**

**"I'm thrilled to be able to provide** a unique experience to our guests at our upgraded (m)K6 auditorium. Moreover, for presentations and special events, the newly-installed Q-SYS system offers great flexibility, transforming it into a multipurpose facility," **said Kinopolis CEO Dr. Gregory Theile.** **"The Dolby Atmos installation presented a great challenge** to both CinemaNext and QSC due to the auditorium size and the ceiling construction we had to put in place. **But the effort paid off!"**

The largest family-owned cinema exhibitor in Germany (137 screens in 17 locations), Kinopolis now operates **one of the world's** biggest Dolby® Atmos cinemas (mk6) with 835 seats and a 20.6-meter wide screen, providing an outstanding image and sound experience to moviegoers.

*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**

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Group provides smart and comprehensive solutions to movie exhibitors, distributors (feature films & event cinema), producers, right-holders, cinema/TV advertising networks, rights holders, 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 700 employees. For more information, please connect to <http://www.ymagis.com>, <http://www.cinemanext.digital> or <http://www.eclair.digital>

#### *About QSC*

**QSC is the world's leading manufacturer of professional power amplifiers**, loudspeaker systems, and advanced audio products tailored for the cinema, contracting, live sound and music industries. QSC is the leader of complete cinema audio technology under one brand. After over four decades, QSC, LLC, has become a globally recognized leader in professional audio. This prominence is the result of the company's mission to establish new standards of reliability and performance through the development of breakthrough technologies. QSC's products meet the demanding requirements of audio professionals in concert, installation, portable entertainment and cinema applications.

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