



PRESS RELEASE

Paris & Deauville (France) – 26 September 2016

Ymagis Group Announces *Aquarius* as First Feature-Length Release Using EclairColor™ Digital Color Solution and Completion of First Cinema Install in Paris

Paris and Deauville (France), 26 September 2016/ Ymagis Group (ISIN: FR0011471291 TICKER: MAGIS), the European specialist in digital technologies for the cinema industry, today announced it has completed work on director Kleber Mendonça Filho's *Aquarius*, the first feature-length film entirely remastered using EclairColor™ digital color technology. Screened in competition at the 2016 Cannes Film Festival and scheduled for release in cinemas across France on Wednesday 28 September (SBS Distribution), *Aquarius* is a Franco-Brazilian coproduction (Emilie Lesclaux – CinemaScopio, Saïd Ben Saïd - SBS Films and Michel Menkt).

The Group also announced that Paris' Etoile Saint Germain des Prés recently became the first commercial cinema to be equipped with EclairColor projection technology by Ymagis Group's exhibitor services business unit, CinemaNext France.

"Audiences will now have the opportunity to discover for the very first time all the benefits of EclairColor technology, which is set to revolutionize the filmgoing experience with significantly enhanced image quality through better color fidelity and greater contrast, not to mention more brightness and sharper details. EclairColor is like a stereoscopic film without 3D glasses," said Ymagis Group CEO & Chairman Jean Mizrahi. "This is a significant milestone in our strategic deployment of EclairColor. From their earliest days, cinemas have been on the cutting edge of image and sound innovation, and they must remain an experience unlike any other. The significant advantages that EclairColor provides are clearly visible to all, which should greatly ease the adoption of this new technology by cinemas."

"With its undeniably superior picture quality, *Aquarius* in EclairColor at the Etoile Saint Germain is striking," said Etoile Cinémas CEO David Henochsberg. "We are truly offering our audiences a premium experience. *Aquarius* takes on an entirely new dimension thanks to EclairColor. We are thrilled with this new partnership with CinemaNext and Eclair."

The announcement of the first feature-length film remastered using the EclairColor digital color solution was made on the opening day of the annual French cinema exhibitors' convention (FNCF) in Deauville (France). A specially built 24-seat EclairColor demo screening room equipped with a Sony Digital Cinema 4K SRX-R515 projection system and 7.1 surround sound has been set up by CinemaNext technicians in the Centre International de Deauville (CID – Level -2, Hall 4) for the duration of the FNCF convention.

Developed by Eclair Cinema (Ymagis Group), EclairColor is a new digital color solution that combines postproduction processes and the optimization of select projection system technologies sold by CinemaNext. Perfected over the course of two years, it is the culmination of extensive testing by Ymagis Group engineers. CinemaNext states that it is able to equip all types of cinemas, regardless of screen size, to project films mastered using EclairColor technology. The equipment can be used to screen EclairColor mastered content as well as standard content.

EclairColor™ is a registered trademark of Ymagis.Group.

ABOUT YMAGIS GROUP

CinemaNext is the Ymagis Group's business unit dedicated to exhibitor services. Ymagis is a European leader in advanced digital technology services for the cinema industry. Through CinemaNext and Eclair, the Group provides innovative 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. Founded in 2007, Ymagis Group is headquartered in Paris and has offices in 23 countries with nearly 700 employees. Our 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 (financial services). For more information, please connect to www.ymagis.com, www.cinemanext.digital or www.eclair.digital

Press Contacts:

Julien Bollee (France & International), +33 (0)6 64 45 00 20, julien.bollee@ymagis.com
Alexandra Body (International), +33 (0)6 46 90 34 48, alexandra.body@ymagis.com

Source: Ymagis Group