



INFORMATION MEMO

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CinemaNext and Eclair to Present Revolutionary New EclairColor™ Digital Color Solution at 71st Annual Convention of French Cinema Exhibitors in Deauville

CinemaNext, the European specialist in cinema exhibitor services, and Eclair, a leader in content services for the motion picture and television industries, today announced they will jointly present their new EclairColor™ digital color technology at the upcoming Fédération Nationale des Cinémas Français (FNCF) convention from 27-29 September in Deauville (France). A specially built 24-seat screening room equipped with a Sony Digital Cinema 4K SRX-R515 projection system and 7.1 surround sound will be set up in the Centre International de Deauville (CID – Level -2, Hall 4) for the duration of the convention.

The EclairColor presentations on 27-29 September will be open to all exhibitors and distributors with a FNCF convention accreditation upon presentation of their badge and subject to availability. Reservations can be made via the online booking platform at <http://eclaircolor.simplybook.it>

EclairColor is a revolutionary digital color solution that combines postproduction processes (color grading and color science) and the optimization of select projection system technologies already available from CinemaNext.

"We are particularly thrilled to be presenting our EclairColor technology for the very first time in France at the 71st annual FNCF convention in Deauville," said CinemaNext France Director Maxime Rigaud. "The benefits for audiences as well as movie exhibitors include significantly enhanced image quality and the sense of heightened details, better color fidelity, more brightness, greater contrast and a larger depth of field."

"With EclairColor, cinema exhibitors will be able to considerably improve the quality of the image projection in their cinemas. It is a marvelous opportunity," added Olivier Douet, CinemaNext France Sales Director. "The fact that we have rendered this process compatible with a range of existing projection systems allows for virtually immediate access to this new technology. This is a premium offer at very competitive prices."

Officially unveiled 7 July following the CineEurope convention in Barcelona (Spain), EclairColor is a revolutionary digital color solution. Perfected in 2015 and the first half of 2016, it is the culmination of extensive testing by Eclair engineers. CinemaNext notes that it will be possible to equip all types of cinemas, regardless of screen size, to project films mastered using EclairColor technology. The equipment can then be used to project EclairColor mastered content as well as standard content.

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, 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). As of 31 December 2015, more than 7,000 cinema screens have been installed internationally by CinemaNext engineers and currently avail of service contracts. Eclair is the only provider with a pan-European content delivery service (via broadband or satellite) thanks to its network of 3,300 connected cinema sites. A publicly-traded company listed on Euronext, Ymagis Group is headquartered in Paris (France)

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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>

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