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Ymagis Group Launches EclairColor™, Its New Feature Film Mastering and Screening Technology for Cinemas

Paris (France) and London (England), 7 July 2016/ Ymagis Group (ISIN: FR0011471291 TICKER: MAGIS), the European specialist in digital technologies for the cinema industry, today announced that it unveiled its new EclairColor™ mastering technology at the recent CineEurope convention held in Barcelona (Spain) 20-23 June 2016. The revolutionary proprietary solution combines a new feature film mastering process with specific projection system technologies in cinemas. The culmination of extensive tests, the new technology was created by Eclair engineers during the first half of 2016.

"EclairColor™ allows us to obtain better image contrast and greater color fidelity," explained Jean Mizrahi, CEO and Chairman of Ymagis Group. "The result is striking and the image projection quality incomparable, as was clearly demonstrated during our screenings for a selection of international distributors, exhibitors and technical directors at CineEurope. The test screenings were carried out using a dual Sony Digital Cinema 4K projection system (SRX-R515DS) installed and adapted for this purpose by our Group's engineers. Held at the Cinesa Diagonal Mar, the presentation consisted of the side-by-side comparison of film excerpts and trailers remastered using the EclairColor™ process."

"As well as other higher image resolution technologies and High Frame Rate (HFR), EclairColor™ offers cinema exhibitors the opportunity to considerably enhance the quality of their screenings," said Georges Garic, Deputy CEO of Ymagis Group. "Another significant advantage with EclairColor™ is that it has been developed around a range of digital cinema projectors already available on the market, meaning cinema exhibitors can begin using this new technology virtually immediately and at very attractive rates."

"In the coming weeks, we will be taking steps to launch EclairColor™ and allow directors, producers, distributors and cinema exhibitors to visually enhance the moviegoing experience," explained Christophe Lacroix, Senior Vice President of Eclair. "We, of course, continue to actively support any initiatives related to the definition of the future standards such as HDR (High Dynamic Range). In addition, EclairColor™ technology will adhere to all future standards."

Ymagis Group states 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 be used to project EclairColor™ mastered content as well as standard content. The success of EclairColor™ will be dependent on two essential factors: the early adoption of the new technology by movie directors, directors of photography (DPs) and content distributors, and the sustainable development of a network of screens capable of screening EclairColor™ mastered content.

EclairColor™ is a registered trademark of Ymagis Group.

ABOUT YMAGIS GROUP

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, event cinema, production companies, cinema/TV advertising networks, rights holders, broadcasters, 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 distribution, 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) 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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