

## **dcinex Russia Embraces Cinema Fund's Initiative to Help the Development of the Russian Cinema Industry**

**Moscow (Russia) - February 9, 2016/** dcinex Russia, the Russian branch of Ymagis Group, the European specialist in digital technologies for the cinema industry, today announced its full support of Cinema Fund, the largest finance campaign launched by the Russian Federal Fund for Social and Economic Support for national cinematography. The Russian government body for the cinema industry aims to sustain the development of the motion picture industry in Russia, particularly in small and medium-sized cities. Beginning January 2016, the Cinema Fund has started to allocate 5 million Russian rubles (€60,200) per screen and per application to develop the design, building and renovation of movie theaters in cities with a population of less than 100,000.

"Alongside its technical partners, dcinex Russia is pleased to support this Government initiative by offering new special pricing plans for its portfolio of products and cinema equipment services, despite the strong fluctuations of the Russian ruble," states Kirill Kuzmenko, Managing Director of dcinex Russia. "Our strategy is to help modernize cinemas by lowering the price of cinema equipment and services. This is also made possible thanks our close collaboration with our technical suppliers. It is our goal and ambition to provide assistance to current and future cinema exhibitors in project management, installation, financing and projection & sound equipment maintenance."

dcinex Russia wishes to provide advanced technologies to all applicants having already received financial support from the Cinema Fund. dcinex Russia is part of Ymagis Group, the largest services company in Europe, providing comprehensive solutions in various fields from projection equipment, sound processors and speakers, 3D projection systems & glasses, TMS, digital signage, and screens to consulting services. Clients enjoy the highest level of reliability and lowest cost of ownership through design & project management, equipment sales and financing, installation, maintenance, support (NOC) and online monitoring.

### **ABOUT YMAGIS GROUP**

Founded in 2007 and managed by professionals from both the cinema and high-tech industries, Ymagis Group is a European leader in advanced digital technology services for the cinema industry. We provide smart and comprehensive solutions to movie exhibitors, distributors, event cinema, production companies, cinema/TV advertising networks, rights holders, TV/IPTV broadcasters, VOD platform operators and video publishers. Over the years, the 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 axes: exhibitor services, content services and finance solutions. As of September 30, 2015, 9,500 screens have been installed internationally by our engineers, 7,000 screens currently avail of service contracts while 6,400 screens have been installed under Virtual Print Fee "VPF" contracts. Ymagis Group is the only company capable of providing a content delivery service (satellite, DSL, fibre) across Europe thanks to its network of 3,300 connected cinemas. A publicly-traded company listed on Euronext, Ymagis Group is headquartered in Paris (France) with main offices in Liege (Belgium) and Vanves (France). For more information, please connect to <http://www.Ymagis.com> or contact [info@Ymagis.com](mailto:info@Ymagis.com)

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