

## Ymagis Group/dcinex Installs First Sony SRX-R515DS Dual 4K Projection Solution in Germany at Cinecitta' Multiplexkino

Paris (France), Dusseldorf (Germany) and Basingstoke (England), September 24, 2015 – dcinex/Ymagis Group, (ISIN: FRO011471291, TICKER: MAGIS), the European specialist in digital technologies for the motion picture industry, has supplied the first Sony SRX-R515DS dual 4K projection system in Germany to Cinecitta' Multiplexkino in Nuremberg. Just a few weeks after its installation, a second SRX-R515DS system has recently been installed, with Cinecitta' confirming an additional order for a further five systems for its Multiplexkino, to be installed before the end of the year.

Germany's biggest cinema complex, Cinecitta' Multiplexkino boasts no less than 23 screens – all underground – together with 5000 sq. m. of foyer space, three restaurants and bar/café areas.

The first of the two SRX-R515DS ordered has been installed at one of Cinecitta's 120-seat 'Deluxe' premium auditoriums. The system's extra high brightness levels ensure stunning 4K images on the 12.5-m screen. The dual projection system also ensures that 3D presentations are spectacularly smooth and easy on the eye, compared with conventional 'triple flash' 3D solutions using a single projector. Complemented by immersive Dolby Atmos sound, it all adds up to an unforgettable 'VIP' experience for patrons as they enjoy the show in cosseted luxury, with extra-large reclining seats and an at-seat refreshments service.

Cinecitta' has consistently led the way in championing new technologies, since installing one of Germany's very first digital cinema projectors as long ago as 2005. With the SRX-R515DS, the trail-blazing independent operator has been able to achieve significant improvements in picture quality, colour and contrast ratio over its previous generation 2K projectors.

"We've known about the benefits of dual 4K projection for some time", notes Benjamin Dauhrer, Chief Technical Officer at Cinecitta' Multiplexkino Nuremberg. "So of course we were excited when we heard about the SRX-R515DS that offers us a step forward in picture quality and operating efficiency."

"Cinecitta' has always been a forward-looking pioneer in giving audience a better-looking experience" says Karl-Joachim Lohkamp, Managing Director of dcinex Deutschland/Ymagis Group. "We've had a great relationship, ever since selling their first digital projector many years ago. And now we are delighted to be supporting them as they break new ground once again – as Germany's first Sony dual 4K projection customer – with no less than two systems now purchased."

SRX-R515DS dual 4K projection solution – bigger, brighter pictures and lower operating costs Sony's DCI-compliant SRX-R515DS combines two SRX-R515 projectors to provide a 30,000 lumen total output that's ideal for mid-sized and larger cinema screens. In smaller auditoriums, the system's powerful output delivers higher-than-standard light levels for a truly spectacular viewing experience in 2D or 3D.

On any size of screen, audiences are pulled right into the action with immersive 4K detail and rich, lifelike colour. Utilising the 8,000:1 contrast ratio performance of the SRX-R515 projector head, the SRX-R515DS assures best-possible image quality with deep blacks and sparkling highlights.

The reliable HPM (High Pressure Mercury) multi-lamp array ensures show continuity by removing the risk of 'dark screen' outages. Even if one lamp fails during the performance, presentation continues uninterrupted at slightly reduced brightness, without impairing audience enjoyment of the show. The efficient HPM array also contributes to economical real-world operating costs that are significantly lower than other high-brightness solutions. The SRX-R515DS projector pair can be operated either side-by-side or stacked vertically to suit any projection booth. Set-up is quick and easy, using the smart auto alignment system that comes included with the package.

### **ABOUT SONY 4K DIGITAL CINEMA**

*Sony Digital Cinema 4K technology lets moviegoers experience exceptional picture quality from every seat in the cinema – with spectacular detail, contrast and colour on any size of screen. Sony Digital Cinema 4K projection systems give audiences a more immersive, emotionally engaging visual experience you simply can't get at home – in 2D or with a choice of smooth, easy on the eye 3D solutions. Sony 4K offers four times the resolution of an HD TV or previous-generation 2K digital cinema projectors. 4K is the choice of audiences and industry alike, winning Hollywood's commitment*



*with releases from Paramount, Warner Brothers, 20th Century Fox and Sony Pictures. It's won the support of Hollywood heavyweights like Martin Scorsese ("The Wolf of Wall Street"), Christopher Nolan ("Dark Knight Rises", "Interstellar"), M. Night Shyamalan ("After Earth"), David Fincher ("The Girl with a Dragon Tattoo", "Gone Girl"), Paul Greengrass ("Captain Phillips") and Harald Zwart ("Karate Kid"), who have all released blockbusters in 4K. It's also the choice of award-winning director Nuri Bilge Ceylan who won the coveted Palme d'Or at the 2014 Cannes Film Festival for "Winter Sleep" that was shot in 4K using Sony's F65 CineAlta camera for cinematic release. The only manufacturer currently deploying 4K projection systems in volume, Sony serves many of the world's biggest and most prestigious cinema chains, as well as small independent screens and art house cinemas.*

Website: <http://www.sony.co.uk/pro/products/digital-cinema>

Twitter: <https://twitter.com/SonyDCinema4K>

Facebook: <https://www.facebook.com/SonyDigitalCinema>

YouTube: <http://www.youtube.com/user/SonyDCinema4K>

#### **ABOUT YMAGIS GROUP**

*Founded in 2007 and managed by professionals from both the cinema and high-tech industries, Ymagis Group is a leading company in Europe in the area of advanced digital technology services for the cinema industry. We provide innovative solutions to movie exhibitors, distributors of films and event cinema, producers, and cinema ad agencies. Following the integration of dcinex in 2014 and Éclair in 2015, the group has significantly grown its portfolio of activities 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: services to exhibitors, services to producers and distributors, and finance solutions. As of March 31, 2015, 7,172 screens in Europe are under exhibitor services contracts with our company, and 6,401 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, fiber) 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) and Liege (Belgium). For more information, please connect to <http://www.Ymagis.com> and <http://www.dcinex.com> or contact [info@Ymagis.com](mailto:info@Ymagis.com)*

#### **Press Contacts:**

Rebecca White, PR Manager, Sony Europe

Tel: +44(0) 7795490390, Email: [rebecca.white@eu.sony.com](mailto:rebecca.white@eu.sony.com)

Julien Bollee, Marketing Director, Ymagis Group

Tel: +33 (0)6 64 45 00 20, Email: [julien.bollee@ymagis.com](mailto:julien.bollee@ymagis.com)

Source: Ymagis SA, Cinecitta Gmbh and Sony 4K Digital Cinema