



## PRESS RELEASE

Paris-Asnières (France) & Berlin (Germany) – 19 September 2023

# CinemaNext France and Greta & Starks Apps GmbH Forge Groundbreaking Partnership to Revolutionize Cinema Accessibility

**Paris-Asnières (France) & Berlin (Germany) – 19 September 2023/** CinemaNext, the leading cinema exhibition services company in Europe, Middle East, and Africa, is pleased to announce a strategic collaboration in France with Greta & Starks Apps GmbH, a pioneer in developing cutting-edge solutions for hearing and vision impaired moviegoers.

Greta & Starks Apps GmbH has garnered acclaim for its innovative mobile application, enabling seamless access to audio descriptions and subtitles for the hearing and vision impaired. In addition, the application offers multilingual support, broadening the horizons of cinematic experiences.

"This partnership signifies a major leap forward in making cinema more inclusive and accessible to all audiences," said Mirko Heukemes, Country Manager – French-speaking Europe, CinemaNext. "We are proud to join forces with Greta & Starks Apps GmbH to bring these revolutionary solutions to the French cinema market."

CinemaNext France, renowned for its comprehensive cinema exhibition services, is ideally positioned to facilitate the integration of Greta's groundbreaking technology into the French cinema landscape. The collaboration will empower cinema exhibitors to play an active role in the accessibility framework, ensuring an enriching cinematic experience for everyone.

Seneit Debes, CEO and Founder of Greta & Starks Apps GmbH, expressed enthusiasm about the partnership: "Our mission has always been to break down barriers and create an inclusive cinema environment. Collaborating with CinemaNext France is a major step towards achieving this goal. Together, we will set new standards for accessibility in the cinematic world."

Under the terms of the agreement, CinemaNext France will spearhead marketing efforts to introduce and promote Greta's services to French cinema exhibitors. Greta & Starks Apps GmbH commits to exclusive distribution of its services to French cinema exhibitors through CinemaNext France.

For further information on this groundbreaking collaboration, please visit [www.cinemanext.com](http://www.cinemanext.com) and <https://www.gretaundstarks.de/greta/>.

## ABOUT CINEMANEXT

*CinemaNext is the largest cinema exhibition services company in EMEA, providing smart, comprehensive solutions across the board, from projection equipment, audio systems, central systems, premium cinema solutions, cinema outfitting, content management, 3D projection systems & glasses, TMS, digital signage, screens to consulting services. Clients enjoy the highest level of reliability and lowest cost of ownership through our various services: consulting, design & project management, equipment sales and financing, installation, maintenance, support (NOC), online monitoring, content management, spare and consumables, service agreements and supply chain & logistics. 13,000 screens have been installed by our technicians to date. 9,500 screens in Europe currently avail of service contracts with our company. CinemaNext's main office is located in Liège-Blegny (Belgium). Regional offices can be found in 26 countries across Europe, Africa and the Middle East. For more information, please connect to <https://www.cinemanext.com>.*



**ABOUT GRETA & STARKS APPS GmbH**

*Greta & Starks Apps GmbH is a Berlin-based company at the forefront of developing innovative accessibility solutions for the cinema industry, focused on enhancing the cinematic experience for the hearing and vision impaired. For more information visit <https://www.gretaundstarks.de/greta/>*

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