



PRESS RELEASE

Liège-Barchon (Belgium) and Barcelona & Valencia (Spain)– 18 June 2024

CinemaNext Equips and Installs the New Artesiete Cinema in Cadiz, Spain

Spanish Exhibitor Artesiete Launches Bahía Mar Cinema Renovation in Cadiz

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CinemaNext, a leading provider of cinema exhibition services, has signed an agreement to install and equip the new Artesiete Cinema at the Bahía Mar commercial park in El Puerto de Santa María, Spain. The project includes the refurbishment of thirteen premium auditoriums, featuring a total of 1,020 luxury dual-motor recliners, immersive sound, and cutting-edge image technology, including three laser 4K projectors.

The public opening of the Artesiete Cinema at Bahía Mar will be later this year. This new venture is set to transform the cinematic landscape of El Puerto de Santa María, providing an exceptional and fully renovated entertainment venue for the local community.

Artesiete, a cinema operator founded by Chiclana Films, an historic cinema company with over 100 years of history in Spain, has partnered with CinemaNext's expert international team to bring the latest innovations in cinema technology to Bahía Mar. It also represents the first major involvement of CinemaNext's new seating partner Inorca in designing specifically for Artesiete a custom dual-motor recliner seat featuring a robust design and a new level of comfort. Each moviegoer takes full control of their seat and chooses the angle of inclination for the backrest and footrest independently. The seat adapts to the morphology of the moviegoer's body size and age.

Artesiete already operates cinemas in Las Palmas de Gran Canaria, Huelva, Palma de Mallorca, Zaragoza, Segovia and other locations across Spain. The cinema operator, which is known for its commitment to providing high-quality cinema experiences, is the country's fourth-largest family owned cinema chain. The Artesiete brand was created in 2000, together with Henorme Group, owned by the Spanish actor, producer and director Antonio Banderas.

Francisco Lafuente, Country Manager of CinemaNext Spain, commented on the project: "We are thrilled to collaborate with Artesiete on this ambitious project. Artesiete's owners and its CTO, Alberto Jiménez, rely on our expertise in image, sound & cinema fit-out technology and installation. Working together, we will ensure that Bahía Mar becomes a top destination for cinemagoers. This partnership underscores our commitment to enhancing the cinema experience through innovation and quality."

Juan Chiclana, CEO of Artesiete's Group, added: "We are very excited about the opening of this new multiplex and the decision to work with CinemaNext has been driven by our common experience on former projects. We are bringing to Cadiz the latest advanced features in the cinema market, creating an unparalleled environment for enjoying films."



ABOUT ARTESIETE

Artesiete is an Spanish cinema exhibition group based in Seville. The Group operates 10 multiplex on programa n extense variety of commercial movies. Artesiete's cinema screens are know for its comfort, quality and commitment with the cinema industry. Chiclana's family leads a team that work every day to attend a demanding public, that expects to find the latest technology and comfort in the Artesiete's cinema screens. Arteisete relies on the large screen cinemas to provide the moviegoer with the best cinematic experience.

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For more information: <https://www.artesiete.es>

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, North America, Africa and the Middle East. For more information, please connect to <https://www.cinemanext.com>.

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