



## PRESS RELEASE

Paris (France) – 24 September 2024

# CinemaNext France Signs Agreement With Pathé to Make the GRETA Solution Available in its 850 Auditoriums in France for Hearing-impaired and Visually-impaired Spectators

**Paris (France) – 24 September 2024/** CinemaNext, a provider of complete solutions for the cinema exhibition industry, is pleased to announce the signing of an agreement with the French cinema circuit Pathé Cinémas to make available for its 77 cinemas across France, the GRETA solution by Greta & Starks Apps GmbH, a pioneer in the development of cutting-edge solutions for the hearing and visually impaired. The agreement, which is for a period of five years, takes effect immediately.

This agreement follows CinemaNext's successful partnership with Megarama, announced in March this year, for the implementation of the GRETA solution in 25 of their cinemas. CineWest also signed up this summer for its 85 screens, along with other independent exhibitors, reinforcing CinemaNext's commitment to making cinema more accessible to all audiences in France. The deployment of GRETA in France started 6 months ago; in total with the signing of this new contract with Pathé Cinémas, Greta is now available in more than 1200 cinemas in France!

GRETA's mobile app provides audio description, subtitles and sound amplification of films shown in cinemas, allowing all viewers to enjoy new releases on the big screen together. Its user-friendly interface works with smartphones and does not require any additional installation in movie theaters. This innovative solution also offers multilingual support, expanding the cinematic experience for diverse audiences.

CinemaNext has been at the forefront of improving the accessibility of cinemas for people with special needs, recognising its crucial role in the French film sector. The company's efforts are part of France's commitment to cultural inclusion, as outlined in the 2005 law on equal rights and opportunities for people with disabilities. By implementing solutions such as GRETA, CinemaNext not only improves the cinematic experience for people with hearing and visual impairments, but also addresses a wider range of accessibility needs. The focus on inclusion is becoming increasingly important in the French film landscape, as it promotes social integration, expands the audience and contributes to the long-term viability of the industry. The partnership with Pathé Cinémas represents an important step in making cinema truly accessible to all, reinforcing the French film industry's reputation for innovation and social responsibility.

"This major agreement with Pathé Cinémas represents a significant step forward in our mission to make cinema more inclusive and accessible to all audiences in France," said Mirko Heukemes, Country Manager - French-speaking Europe, CinemaNext. "We are thrilled to continue our success with Megarama and bring this game-changing solution to Pathé's extensive network of cinemas across the country."

CinemaNext France signed an exclusive [partnership with Greta & Starks Apps GmbH](#) in September 2023 to market its solutions to cinema exhibitors in France. This collaboration with Pathé Cinémas reinforces CinemaNext's position as a leader in bringing innovative accessibility solutions to the French cinema landscape.



#### **ABOUT CINEMANEXT**

*CinemaNext is the largest cinema exhibition services company in EMEA and North America, 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 24 countries across Europe, Africa, the Middle East and North America. 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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