



PRESS RELEASE

Paris-Villeneuve (France) – 19 November 2024

CinemaNext France and UGC Announce an Agreement to Equip 45 Cinemas in France with the GRETA Solution for Hearing-impaired and Visually Impaired Audiences

Paris (France) – 19 November 2024/ CinemaNext, a provider of complete solutions for the cinema exhibition industry and the largest integrator in EMEA and North America, is pleased to announce the signing of an agreement with French cinema circuit UGC to equip all their cinemas in France with the GRETA solution from Greta & Starks Apps GmbH, a pioneer in the development of cutting-edge solutions for the hearing and visually impaired.

This new partnership with UGC marks another important step in making cinema more accessible to all. Taking effect today, the total number of cinema auditoriums in France offering the GRETA solution now stands at over 1,800!

The GRETA mobile app improves the cinematic experience for people with hearing and visual impairments by offering additional versions (audio description, SDH subtitles and sound amplification) of the films played in cinemas. The app is simple to use and works using smartphones, without requiring installation in the cinema itself. This innovative solution ensures easy and reliable access to audio descriptions and subtitles and offers multi-language support, expanding the cinematic experience for diverse audiences.

"We are delighted to be entering into this partnership with CinemaNext," said Samuel Loiseau, General Manager of UGC Cinema Operations. "Our commitment to accessibility has always been a top priority, and the GRETA app represents a major step forward in ensuring that all our visitors can enjoy films together."

"This new agreement with UGC reinforces our mission to make cinema more inclusive and accessible across France," said Mirko Heukemes, Country Manager – French-speaking Europe, CinemaNext. "We are excited to bring this revolutionary solution to a large number of cinemagoers through UGC."

CinemaNext France previously signed an exclusive partnership with Greta & Starks Apps GmbH in March 2024 to market its solutions to cinema exhibitors in France. Recognised for its comprehensive services to exhibitors, CinemaNext France is ideally positioned to facilitate the integration of GRETA's revolutionary technology into the French cinema landscape. This collaboration allows cinema exhibitors to actively improve accessibility, ensuring a rewarding cinema experience for all.

Find out more about the UGC Group's commitments at www.groupeugc.com/ugc-sengage

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 UGC

UGC is one of the leading players in the film industry in French-speaking Europe with 49 cinemas and 515 cinemas in France, including UGC Ciné Cité Les Halles in Paris (the world's leading cinema in terms of attendance) and 7 cinemas and 74 screens in Belgium. More information on the activities of the UGC Group: <https://groupeugc.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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