



PRESS RELEASE

Iola, KS (USA) & Liège-Barchon (Belgium) – 3 February 2025

Sonic Equipment Announces Rebrand to CinemaNext USA

Iola, KS (USA) & Liège-Barchon (Belgium) – 3 February 2025/ Sonic Equipment Company, a leading provider of cinema technology solutions across the US, is pleased to announce its official rebranding to CinemaNext USA, effective immediately. This strategic transformation reflects the company becoming part of CinemaNext last year and reinforces its commitment to driving innovation in the cinema technology sector across North America.

The rebranding initiative comes as part of the company's broader strategy to align with the global CinemaNext brand, enhancing its ability to deliver cutting-edge solutions and exceptional service to cinema operators throughout North America. The change encompasses a new corporate identity, including a new logo and updated digital presence at www.cinemanext.com.

"This rebranding represents a significant milestone in our company's journey," said Ron Hageman, Chief Executive Officer of CinemaNext USA. "While our name is changing, our team, core values and commitment to exceptional service remain unchanged. As CinemaNext USA, we are better positioned to leverage global resources and expertise while maintaining our strong local presence and dedicated support for our partners."

Donald McGarva, CEO of CinemaNext, emphasized the strategic importance of this change: "The rebranding of Sonic Equipment to CinemaNext USA marks a crucial step in our global growth strategy. This alignment strengthens our presence in the vital North American market and enables us to deliver consistent, world-class cinema solutions across all territories. We're excited to fully integrate Sonic's exceptional team and their decades of expertise into the CinemaNext family."

The transition to CinemaNext USA will be seamless for existing clients, with the business remaining headquartered in Iola, KS. The company will implement new CinemaNext email addresses with Sonic Equipment email addresses remaining active during the transition period.

This rebrand reinforces CinemaNext's expanding presence in North America and its dedication to providing innovative cinema technology solutions. The company will continue to operate with the same expert team that customers have come to trust, ensuring consistent, high-quality service and support.

ABOUT CINEMANEXT

CinemaNext is the largest cinema exhibition services company in EMEA & 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-Barchon (Belgium). Regional offices can be found in 23 countries across Europe, Africa, the Middle East and North America. For more information, please connect to <https://www.cinemanext.com>.



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