



PRESS RELEASE

Cotonou (Benin) & Liège-Barchon (Belgium) – 6 February 2025

CinemaNext Brings First Dolby Atmos Cinema to Benin with Luxury Installation at Sofitel Cotonou Marina Hotel & Spa

Cotonou (Benin) & Liège-Barchon (Belgium) – 6 February 2025/ CinemaNext, Europe and Africa's leading cinema solutions provider, announces the completion of Benin's first Dolby Atmos-equipped cinema at the prestigious Sofitel Cotonou Marina Hotel & Spa. The groundbreaking installation introduces a premium cinema experience to CanalOlympia's network, which operates cinema and entertainment venues across 12 African countries, all equipped with the latest technology.

The state-of-the-art complex features two premium screening rooms within the hotel's Le Pavillon entertainment complex. The flagship Luxury auditorium showcases 40 twin-seat Tuscany (Ferco) recliners with wooden finishes and wireless charging capabilities, while the Premium screen accommodates 75 guests in Saint-Omer (Quinette Gallay) gliding seats.

"This milestone installation represents our commitment to bringing world-class entertainment experiences to Benin," says Khalil Staily, Country Manager for CinemaNext MENA. "By introducing Dolby Atmos technology to the country, we're setting new standards for theatrical presentation in West Africa."

The technical installation features cutting-edge components, including a Barco SP2K-9 laser projector and an advanced Dolby Atmos sound system utilizing MAG Audio speakers. A custom-designed Harkness Spectral 240 3D screen completes the premium viewing experience.

"The arrival of this premium cinema complex at Sofitel Cotonou Marina marks a transformative moment for entertainment in Cotonou," says Hichéotan Gouthon, Director of Operations at CanalOlympia. "This investment demonstrates our confidence in the growing demand for premium cinema experiences in Benin and sets a new standard for theatrical exhibition in West Africa."

"What makes this project special is the attention to detail at every level from CanalOlympia," notes Julien Bollee, Group VP Premium & e-Commerce Solutions for CinemaNext. "From the custom-designed screen solution to the fit-out package, we've created a truly luxurious cinema environment that matches the high standards of both the Sofitel brand and CanalOlympia."

The venue will showcase international blockbusters, art house films, and African cinema, with approximately 20 screenings per week in each auditorium. As CanalOlympia's first premium offering, this new location represents a significant evolution in the company's mission to deliver exceptional entertainment experiences across Africa.

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>.

ABOUT CANALOLYMPIA

CANALOLYMPIA is the first network of cinema and entertainment venues in French-speaking Africa, meeting the needs of an increasingly content-consuming population in Central and West African countries where entertainment and cultural infrastructure is often lacking. Twenty venues have been opened to date: two in Conakry (Guinea), Yaoundé and Douala (Cameroon), Niamey (Niger), Abuja (Nigeria), two in Ouagadougou (Burkina Faso), Dakar (Senegal), two in Lomé (Togo), three in Cotonou (Benin), Port-Gentil (Gabon), three in Brazzaville and Oyo (Republic of Congo), Kigali (Rwanda), and Antananarivo (Madagascar). CANALOLYMPIA venues feature a modular 300-seat cinema that can be transformed into an open-air stage accommodating several thousand people for outdoor events. The venues are equipped with the latest projection and sound technologies.

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