



## **PRESS RELEASE**

Paris-Asnières (France) – 27 March 2024

# **CinemaNext France and Megarama Announce Agreement to Equip 25 Cinemas in France with the GRETA Solution for Hearing and Visually Impaired Cinema-goers**

**Paris-Asnières (France) – 27 March 2024/** CinemaNext, a leading provider of comprehensive solutions for the cinema exhibition industry, is pleased to announce that it has signed an agreement with French cinema circuit Megarama to equip 25 sites 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.

The agreement takes effect on Wednesday 27 March, to coincide with the theatrical release of Kung Fu Panda 4 (Universal Pictures International France), which is being offered on the platform to mark the launch of the GRETA application on the French market.

The GRETA mobile application reads out additional versions (audio description, SDH subtitles and sound amplification) of films playing in cinemas, so that cinema-goers can enjoy new releases on the big screen together. It's very simple to use, and works using your smartphone, with no installation required in the cinema. The innovative solution, which provides easy, reliable access to audio descriptions and subtitles for the hearing and visually impaired, also offers multilingual support, broadening the horizons of the cinematic experience.

"We have enjoyed a long and trusted collaboration with CinemaNext and are delighted to be undertaking this important project with them," explains Jean-Pierre Lemoine, Chairman and CEO of Megarama. "We have always paid particular attention to the accessibility of our cinemas to audiences with disabilities and are delighted to be rolling out this intuitive, easy-to-use application across all cinemas. "

"This agreement with Megarama cinemas represents a major step forward in making cinema more inclusive and accessible to all audiences in France," said Mirko Heukemes, Country Manager - French-speaking Europe, CinemaNext. "We are proud to be working with Jean-Pierre Lemoine and his teams to bring this revolutionary solution to French audiences. "

CinemaNext France signed an exclusive partnership with Greta & Starks Apps GmbH in September 2023 to market its solutions to cinema exhibitors in France.

Renowned 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. The collaboration will empower cinema exhibitors to play an active role in the accessibility framework, ensuring an enriching cinematic experience for everyone.

## **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-Barchon (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 THE MEGARAMA GROUP**

*The Megarama Group has 30 cinemas representing 226 screens in France, Spain and Morocco. In France, Megarama recorded 6.3 million cinema admissions in 2023, ranking 5th among French exhibitors. Megarama was founded in 1950 by Jean-Pierre Lemoine, an ardent supporter of the motion picture industry. The Group is committed to the highest quality moviegoing experience ranging from stadium seating and legroom to giant screens, Dolby Atmos sound, High Frame Rate (HFR) screenings and Laser projectors. The Group also ensures wheelchair accessibility in its auditoriums while sustainable development is at the heart of its eco-design approach.*

#### **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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Source: CinemaNext SA

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