



## **Press Statement**

*Paris (France) – 30 May 2016*

# **Ymagis Group Launches the First Crowdfunding Platform to Finance the Restoration of Heritage/Classic Films**

***Celluloid Angels, the first crowdfunding site dedicated to heritage/classic films, to go live on 8 June 2016***

**Paris (France), 30 May 2016/** Ymagis Group (ISIN: FR0011471291 TICKER: MAGIS), the European specialist in digital technologies for the cinema industry, today announced the 8 June 2016 launch of Celluloid Angels, the first crowdfunding platform to finance the restoration of heritage/classic films. Celluloid Angels allows visitors to participate in a unique experience by assisting in the conservation of international heritage films in a meaningful way.

### ***Celluloid Angels, a revolution in the film industry***

Created for film enthusiasts, the Celluloid Angels platform aims to help bring heritage films to life in a digital era. Without restoration, films currently on print stock are destined to undergo chemical alterations over time, rendering them unusable. With 35-mm film stock having been phased out, the number of cinemas likely to screen physical film prints is also dwindling. Celluloid Angels will bring new life to these works in digital format. A pioneer in "augmented crowdfunding," the underlying concept is to surpass the current limitations imposed by traditional cinema codes to rally a community of cinephiles around a single cause: to tangibly protect and preserve the world's film heritage.

Celluloid Angels will bring the public into the heart of the action by involving them in the restoration process, heretofore reserved solely for film professionals. Throughout the duration of the restoration works, contributors will be able to follow the progress of the project online and discuss directly with specialists in private online forums. Guided tours of the studios involved in the restoration work, invitations to private screenings or social events as well as the opportunity to meet with professionals of the restoration community will also be available to those who contribute.

Celluloid Angels provides rights holders with an additional source of financing and a point of contact with communities of film aficionados. Managing all aspects of the fundraising campaign, communications and contributors' rewards for each restoration project, the platform provides significant time and cost savings for rights holders.

### ***Dozens of projects, a legendary film lab***

The site's lineup for 2016 already includes over 15 titles such as Georges Lautner's "Les Tontons flingueurs" ("Crooks in Clover"/"Monsieur Gangster"), Nagisa Oshima's "Realm of the Senses," Luc Besson's "Le Grand Bleu" ("The Big Blue"), "La Folie des grandeurs" ("Delusions of Grandeur") by Gérard Oury as well as Max Ophüls' "Yoshiwara" and Julien Duvivier's "L'Homme du jour" ("The Man of the Hour"), among others. In close collaboration with rights holders already involved in the restoration of heritage films, cult films and never-released (or non-remastered) titles will now be available to audiences wishing to see motion pictures restored to their original state.

Celluloid Angels aims to be involved in the restoration of 15-20 films in 2016.

Eclair will bring its technical expertise to each of the titles available on the platform. Founded in 1907, it is the oldest film lab in the world and a pioneer in the digital restoration of film and audiovisual works.



### **An international platform**

With an initial launch in France, the platform will open up to international locations in autumn 2016. The objective is to bring together the largest possible community of film enthusiasts to provide international financing for the restoration of classic films.

Because "films are not just cinema," Celluloid Angels will also extend its reach to cover two other important causes: to preserve the world's advertising films, beginning with an exceptional collection of over a million titles, and the restoration of the first films of the "Connaissance du monde" conferences, directed by some of the world's most famous explorers, including Paul-Emile Victor. Today, hundreds of films that once inspired generations have been left to be forgotten. So begins the adventure for Celluloid Angels.

Scheduled to go live on 8 June, the website is available at <http://www.celluloid-angels.com>

**NEXT RELEASE:** 21 September 2016 – Second-quarter and first half-year 2016 earnings

### **ABOUT YMAGIS GROUP**

*Founded in 2007 and managed by professionals from the motion picture and high-tech industries, Ymagis Group is a European leader in advanced digital technology services for the cinema industry. Through CinemaNext and Eclair, it provides smart and comprehensive solutions to movie exhibitors, distributors, event cinema, production companies, cinema/TV advertising networks, rights holders, broadcasters, VOD platform operators and video publishers. Over the years, the Group has significantly grown its portfolio of solutions & services and further developed its geographic footprint in Europe with permanent offices in 20 countries. The company's core business is structured around three main units: CinemaNext (exhibitor services), Eclair (content services) and Ymagis (VPF & financial services). As of 31 December 2015, more than 7,000 cinema screens have been installed internationally by CinemaNext engineers and currently avail of service contracts. Eclair is the only provider with a pan-European content delivery service (via broadband or satellite) thanks to its network of 3,300 connected cinema sites. A publicly-traded company listed on Euronext, Ymagis Group is headquartered in Paris (France) and counts close to 700 employees. For more information, please connect to <http://www.Ymagis.com>, <http://www.CinemaNext.digital> or <http://www.Eclair.digital>*

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