

Press Release

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Ymagis Group and Village Cinemas Successfully Launch First Sphera Premium Cinema in Athens

Ymagis Group (FR0011471291, MAGIS, PEA-PME, TECH 40), the European specialist in digital technologies for the film industry and Greek exhibitor Village Cinemas are pleased to announce the successful launch of the first Sphera auditorium, CinemaNext's new premium format cinema concept, at Village Cinemas at The Mall of Athens.

"Since the recent grand opening, the response from moviegoers, national press and social media has been overwhelming," explains George Christodoulou, CEO of Village Cinemas. "With Sphera, we keep our company on the cutting-edge of innovation while maximizing our revenues, with a 50% increase in average ticket price over a 7-week span. Sphera is a highly-appealing concept described in Greece by leading print and online media as 'an unprecedented viewing experience' and 'the best existing cinema auditorium in Athens with a sense of luxury, first-class approach and a sophistication in terms of design'."

"We are thrilled with the initial results obtained with Sphera, our turnkey solution designed for small, medium and large-size cinema complexes that helps exhibitors dramatically enhance the audience experience with impressive cinematic visuals, immersive audio and a state-of-the-art contemporary design," explains Till Cussmann, Senior Vice President, CinemaNext. "Our interactive and proprietary ambient light system has proven particularly efficient in enhancing the movie experience alongside the powerful Dolby Atmos™ sound and high-contrast projection systems. Based on this success, we expect to announce further Sphera cinemas in the coming months."

The Sphera auditorium at Village Cinemas at The Mall of Athens boasts an impressive 25-meter wide wall-to-wall screen and 669 custom luxury cinema seats. It also includes a high contrast 4K cinema projector, an unrivalled sound system powered by Dolby Atmos™ with an innovative transducer subwoofer as well as a completely new acoustic wall structure. Additionally, it features innovative interactive ambient lighting that is fully automated and compatible with all readily available projectors and servers. Easy to use as there is no specific DCP or programming required, it can apply to all alternative contents, pre-shows, youth-oriented features or even advertising programs.



Sphera also brings programming flexibility: film, arts, gaming, events and concerts are all delivered with the sharpest picture, the deepest sound and in perfect comfort. The components combine to produce a truly immersive effect, opening new worlds for audiences with rich and varied content.

Sphera a is registered trademark of Ymagis Group.

ABOUT YMAGIS GROUP

Ymagis is a European leader in advanced digital technology services for the cinema industry. Founded in 2007, the Group is headquartered in Paris and has offices in 25 countries with more than 720 employees. Our core business is structured around three main units: CinemaNext (exhibitor services: sales and field services, software solutions, customer service/NOC and consulting), Eclair (content services: post-production, theatrical delivery, digital distribution, versioning and accessibility, restoration and preservation), and Virtual Print Fee (VPF) for finance solutions. For more information, please connect to www.ymagis.com, www.cinemanext.com or www.eclair.digital

Ymagis is a publicly-traded company on Euronext Paris and is part of indices CAC Small, CAC Mid and Small, and CAC All-Tradable.

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