

**Press Release**

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## **Ymagis: Agreement with Alamo Drafthouse Cinema for EclairColor HDR deployment in the US**

**Ymagis Group (FR0011471291, MAGIS, PEA-PME, TECH 40)**, the European specialist in digital technologies for the cinema industry, today announced the signing of an agreement between its subsidiary CinemaNext North America and Texas-based movie theater company Alamo Drafthouse Cinema for the installation of the revolutionary EclairColor HDR (High Dynamic Range) at ten locations in Texas, Arizona, California, Colorado, Missouri, Nebraska, New York and Virginia.

Founded in 1997, Alamo Drafthouse has been heralded for unique programming events and high exhibition standards, earning accolades including "Best Theater Ever" (Time Magazine) and "The Coolest Theater in the World" (Wired). Alamo Drafthouse provides a unique combination of theater and restaurant, showing first-run movies, independent films and special events with an extensive menu made from scratch.

"We're excited to become part of this HDR adventure with EclairColor," said Alamo Drafthouse Founder and CEO Tim League. "It's part of our strategy to keep our investment high when it comes to elevating the image quality of our projections simply because our raison d'être is to provide the best entertainment experiences to moviegoers with the right mix of programming: blockbusters, indies, foreign films, documentaries and classic movies. The benefits of EclairColor HDR are clearly visible to moviegoers with a significantly enhanced image and an increased perception of details. The color range is much richer and the gradients much more refined, even in the darkest colors."

"We are thrilled to seal this new alliance with Alamo Drafthouse, a cinema chain heralded for unique programming events and high exhibition standards, right after successfully completing our first test site at Alamo Drafthouse Mueller in Austin back in September," said Stan Hays, Managing Partner of CinemaNext North America, Ymagis' business unit dedicated to exhibitor services in North America. "It's an important milestone for our company in the deployment of a powerful and affordable HDR technology across the States. We expect to complete our first initial roll-out before summer in the cities of Dallas and Corpus Christi (TX), Chandler-Phoenix (AZ), San Francisco (CA), Denver (CO), Springfield (MO), La Vista/Omaha (NE), Brooklyn and Yonkers (NY) and Ashburn (VA)."

EclairColor is a HDR solution that combines a mastering process and select projection system technologies from Sony Digital Cinema 4K and Barco, available through CinemaNext. It provides cinemas with unparalleled image projection technology. All types of cinemas - independent movie theaters, regional chains and giant exhibition circuits -, regardless of their screen size, can be equipped with EclairColor HDR. The equipment can be used to run EclairColor mastered content as well as standard DCI content. To date, a total of 126 cinema auditoriums have been equipped with EclairColor including 59 in Germany, 54 in France and 3 in the United Kingdom.

CinemaNext North America offers cinema exhibitors a wide range of products, services and integrated software solutions and aims to be a highly-attractive alternative to existing solutions on the US market. Global service points for projection and audio systems, installation and maintenance have been established to address cinema exhibitors' needs with a strong network of technicians across six US regions: Northwest, Southwest, North Central, South Central, Northeast and Southeast. CinemaNext North America is the US branch of CinemaNext, the largest cinema exhibition services company in Europe with 29 offices located in 26 countries.

More information on CinemaNext and EclairColor HDR are available at <https://www.cinemanext.com> or <https://www.eclaircolor.com>

**Next press release: 14 May 2018 –Q1 2018 Revenue**

## **ABOUT YMAGIS GROUP**

Ymagis is an 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 768 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](http://www.ymagis.com), [www.cinemanext.com](http://www.cinemanext.com) or [www.eclair.digital](http://www.eclair.digital)

YMAGIS is listed on Euronext Paris and is part of the CAC Small, CAC Mid and Small and CAC All-Tradable indices.

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