

CCIB BARCELONA

JUNE 22-25

CONVENTION & TRADE FAIR

# CineEurope

Official Convention of the International Union of Cinemas



OFFICIAL PROGRAM JOURNAL



OFFICIAL CORPORATE SPONSOR

## Welcome to CineEurope 2026!

**Welcome to CineEurope — four days of exclusive studio content, technical innovation, networking, and more in beautiful Barcelona, Spain.**

The momentum at the box office continues in 2026 with an exciting lineup of upcoming releases ready to bring audiences back to theatres throughout the year. The magic of the cinema experience remains stronger than ever.

Be sure not to miss the exciting lineup of studio presentations in the CCIB Auditorium. **Amazon MGM, Angel, Laika, Mubi, Lionsgate, Paramount Pictures, Sony Pictures Releasing, STUDIOCANAL, Universal Pictures, Warner Bros., and The Walt Disney Studios** will showcase their upcoming holiday releases and beyond.

Experience these premium slates in a fully enhanced theatre equipped with some of the most advanced cinema technology on the market. Special thanks to **Andy Peat Associates, Arts Alliance Media, AVTec, Barco, Dolby Laboratories, Gofilex, Kelonik, Harkness Screens, RealD, QSC, Motion Picture Movieworks, Motion Pictures Solutions, Omnex** and **QSC** for their outstanding collaboration in the new **HDR by Barco Auditorium**.

**Seminars and Focus Sessions** will take place Monday through Wednesday, exploring the key topics, trends, and ideas shaping the future of the cinema industry and helping theatrical exhibition remain a leading family entertainment destination. Thank you to **Christie** and **Severtson Screens** for their support.

The **CineEurope Trade Fair** opens Monday evening with a special **35th Anniversary Celebration** and continues Tuesday during regular Trade Fair hours. Be sure to attend the **Focus Sessions**, then connect with the industry's leading equipment manufacturers, marketing and promotions experts, back-office technology providers, concessionaires, and other key suppliers in the **Fandango Networking Hub**. Discover the latest innovations, products, and services designed to help make your cinema a must-visit destination. When you're ready to recharge, stop by the **Coca-Cola Lounge** for a refreshing break and continued networking opportunities.

**Universal Day** launches Wednesday night with a special screening at Cinesa Diagonal Mar and builds through Thursday with a must-see studio presentation, special screening, and the grand finale of CineEurope's 35th Anniversary Celebration.

Thank you to all of our Delegates, Sponsors, Trade Fair Exhibitors, and Studio Partners — we could not do it without you.

Enjoy the show!

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**LAURE  
GALTIER**

**KAMIL  
JAROŃCZYK**

**HELLEN  
VAN MILL**

**CHIARA  
ELISA CUNEO**

We are delighted to welcome you all back to beautiful Barcelona for CineEurope 2026, the official convention of the International Union of Cinemas (UNIC).

Together with our partners at the Film Expo Group, we have put together an enhanced programme that truly has it all — featuring additional slate presentations, screenings, seminars, business sessions, networking opportunities, and an expanded, cutting-edge trade show.

Thank you to all our colleagues and partners across the industry for your continued support.

Above all, we're here in Barcelona to celebrate the cinemas.

As of the time of writing, numbers have demonstrated the continued strength of the European exhibition sector and Christmas' positive momentum has carried through into the first quarter of the year. Over 15 European markets — including the UK, Spain, Germany, Italy, Austria, Sweden, Norway and several Balkan territories — recorded double-digit and some even triple-digit revenue growth compared to 2025, underlining a broadly positive trajectory across the region.

Germany saw admissions rise by 33.9% year-on-year by the end of March, while France recorded a 14% increase in Q1, driven largely by the success of local productions, with titles such as *Marsupilami* leading the box office. Italy and Spain also benefited from breakout local comedies, *Buen Camino* and *Torrente Presidente*. The Balkan region delivered especially strong results. In Croatia, the comedy *Svadba (The Wedding)* became the most-watched film in the country's history, surpassing *Titanic*, and contributing — alongside other successful local titles — to a record 54.3% market share for Croatian films in Q1.

US studio titles have performed strongly, with films such as *Avatar: Fire and Ash*, *The Super Mario Galaxy Movie*, *Project Hail Mary* and *Scream 7* delivering robust results. At the same time, *The Housemaid*, *Project Hail Mary*, *Hamnet*, *Marty Supreme*, *Wuthering Heights* and *The Devil Wears Prada 2* have shown that a diverse range of content continues to attract audiences. The International market

*(Continued)*

CONGRATULATIONS FROM



**CINEEUROPE INTERNATIONAL  
EXHIBITOR OF THE YEAR**

Multiplex Ukraine

Accepted by Roman Romanchuk, CEO

**CINEEUROPE INTERNATIONAL  
DISTRIBUTOR OF THE YEAR**

Jeff Goldstein, Warner Bros. Pictures

**UNIC AWARD OF ACHIEVEMENT**

Phil Clapp, UK Cinema Association & UNIC

**CINEEUROPE DISTINGUISHED CAREER AWARD**

Roger Harris, Unique X

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## UNIC (CONTINUED)

(excluding China) continued its strong 2026 performance in April, generating \$1.6 billion — up 24% year-on-year and marking the highest April result since 2019. The region accounted for 62% of the global box office in the month and delivered five consecutive months of year-on-year growth.

Momentum continued to build into the second quarter. According to Gower Street Analytics, EMEA was the main driver behind the exceptional international box office performance in May, outperforming its pre-pandemic benchmark by 24% and surpassing the previous high of +17% recorded in July 2023. May was also 35% ahead of the same month in 2025, making it the strongest May of the decade for the region.

Looking ahead, the strength and breadth of the upcoming 2026 slate — combining major franchise releases with a rich pipeline of local and mid-budget films — provides further confidence in the sector's outlook. This is reflected in Gower Street Analytics' projections, which in May increased slightly to \$34.55 billion from \$34.50 billion. The box office projection for the International market (exc. China) increased by \$50 million from \$18.40 billion to \$18.45 billion due to a continuing performance at the top end of expectations.

One of UNIC's core missions is advocacy and lobbying — ensuring that the voice of cinema operators is effectively represented on issues of common interest. We've had to respond to a dense policy agenda, including - but not limited to - industry mergers, securing support for cinemas and the wider film value chain, safeguarding territoriality, strengthening copyright enforcement and also maintaining operational flexibility on issues such as cash payments or sustainability.

UNIC is focused on ensuring that the cinema sector is recognised as a dynamic and forward-looking industry. A key priority is to continue bringing audiences all year around to cinemas — a shared responsibility across the value chain. While exhibitors continue to invest significantly in the cinema experience — premium formats, elevated F&B, sustainability, accessibility and audience development to name a few - sustained audience engagement also depends on a consistent flow of diverse, high-quality content throughout the year, supported by strong and clear marketing and adequate release windows.

UNIC places a strong emphasis on knowledge-sharing and industry development through its expert groups, which provide a platform for members to exchange best practices, address common challenges and ensure that cinemas of all sizes and locations can continue to adapt and innovate.

Promoting diversity and inclusion also remains a priority, notably through initiatives such as the UNIC People Programme and UNIC Women's Cinema Leadership Programme, which aim to support the next generation of talents and industry leaders.

The **programme** for this year's convention reflects those key topics shaping the future of cinema. A Presentation on "Trends in Cinema" will be presented by the

*(Continued)*

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**STAN RUSZKOWSKI**  
*CEO*



**MALCOLM MACMILLAN**  
*EVP Global Exhibitor Relations*



**IAIN FERRY**  
*Product Owner*



**LAUREEN PHILIPPE**  
*Exhibitor Relations  
Manager, EMEA*



**GRAEME WATT**  
*Head of Digital Marketing*

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## UNIC (CONTINUED)

CNC (French Film Fund). The CineEurope Business Sessions will explore “Best in Class” international lessons, alongside a dedicated presentation on AI, as well as a retrospective marking 35 years of CineEurope and the evolution of cinema exhibition. ICTA Focus Sessions will spotlight the future of event cinema and live experiences, including the role of streaming technologies and the impact of agentic AI on the cinema-going journey, while the Coca-Cola Retail Seminar will present new consumer insights into audience behaviour and F&B engagement.

In parallel, UNIC Focus Sessions will examine audience behaviour insights and diversity and inclusion through the UNIC People Programme, ensuring a strong emphasis on both operational excellence and sector-wide best practice.

CineEurope 2026 also offers a more global perspective, with seminars opening up further to international trends and developments beyond Europe, and additional contributions from a wider range of industry players, including companies such as Amazon MGM, Laika and MUBI. There is a continued focus on enhancing networking opportunities and refreshing the trade show experience, ensuring that CineEurope remains a key platform for business, exchange and strategic discussion for the sector.

The show is also a moment to celebrate the people behind the business. We are proud this year to honour Multiplex (Ukraine) as **International Exhibitor of the Year**, present the **UNIC Achievement Award** to outgoing UNIC President Phil Clapp, and recognise a number of outstanding professionals across the industry through the **2026 Gold Awards**. The **UNIC/Coca-Cola Retail Award** will be presented to Kinopolis and Omniplex. We would also like to welcome Eddy Duquenne in his new role at the Global Cinema Federation Chair.

If you'd like to find out more about European cinema-going, UNIC or the work we do, including our publications such as **Giants of Exhibition Europe** – our collaboration with Boxoffice Pro providing a 'top 50' ranking of European cinema operators – as well as initiatives such as the **UNIC Women's Cinema Leadership Programme** and the **UNIC People Programme**, please get in touch.

We hope to catch up with you during the week and would like to wish everyone a fantastic CineEurope 2026!

Laura Houlgatte, CEO

Sonia Ragone, Industry Relations & Research Manager

Laure Galtier, Head of Projects & Events

Kamil Jarończyk, Communications & Policy Assistant

Hellen van Mil, Office support

Chiara Elisa Cuneo, Assistant

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**To the difference makers**  
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Here's to the creators, the dream-makers, the jesters,  
the chance-takers, the supporters, the storytellers,  
the trailblazers and champions who won't settle for less.

Barco congratulates all of the 2026 CineEurope award winners.

**COCA-COLA RETAIL SEMINAR**  
**Inside the Gen Z Mindset**  
**Cracking this Generation's Consumer Code**

TUESDAY 23 JUNE 2026 08.45 / ROOM 116-117 / LEVEL P1



**STEPHANIE MORGNER**  
Coca-Cola Europe



**FRANCISCO SERRANO**  
Conecta



**LAILA KAID**  
Coca-Cola Europacific Partners



**SARA NIEUWDORP**  
Cineplex Germany

Once written off as anti-cinema, Gen Z has flipped the script. They are now the driving force behind moviegoing – and the generation redefining what the big screen means. From 'Can Gen Z Save Hollywood', 'Can Gen Z Save Cinema', 'Gen Z Falling in Love with the Big Screen', the headlines say it all.

This year's Coca-Cola Retail Seminar dives inside the Gen Z mindset to uncover why cinema still matters in the TikTok era – and what today's most influential audience expects from the retail experience beyond the screen. What excites them? What turns them off? And where are the biggest opportunities for cinema operators to win their loyalty (and spend)?

Francisco Serrano from Conecta will reveal fresh insights from a new Coca-Cola-led consumer study spanning the UK, Germany, Spain, Poland and Romania – highlighting how Gen Z engage with cinema, food and beverage and the moments that truly make an experience memorable. Our very own Gen Z voice, Laila Kaid, will provide a first-hand look at what her generation think of the broader retailing environment today and the brand voices they are responding to. Social media is a crucial element of marketing to this audience and Sara Nieuwdorp, Cineplex Germany, will reveal how they use such platforms and what campaigns are delivering the best results.

Hosted by Stephanie Morgner, Senior Director, Away-from-Home Customers, this session brings together insight, inspiration and action – followed by a celebration of the very best in cinema retailing with the presentation of the 2026 UNIC/Coca-Cola Retail Awards.

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## COCA-COLA INSPIRATION SEMINAR

# Experience Innovators— Frictionless and Beyond

WEDNESDAY 24 JUNE 2026 08.45 / ROOM 116-117 / LEVEL P1



**STEPHANIE MORGNER**  
Coca-Cola  
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**DOMINIC DONYLAL**  
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**HARRY RIDLEY**  
Levy

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At this year’s Coca-Cola Inspiration Seminar, Harry Ridley, Head of Technology at Levy, shares an unfiltered look at their experience-led technology toolkit—what’s worked, what hasn’t, and how to turn insight into impact. The focus: follow the data, then layer the right solutions in the right environments to create truly unforgettable guest experiences.

Stephanie Morgner, Senior Director, Coca-Cola Europe, and Dominic Donylal, Group Head of Workplace, Autonomous Retail & Vending at Coca-Cola HBC, join Harry to explore why event venues and stadia and cinemas are more alike than you think—and what might be learnt from the parallels.



# EXHIBITOR OF THE YEAR

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## 2026 STUDIO PARTICIPATION

Thank you to the following companies  
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**Amazon MGM**

**Angel**

**LAIKA**

**Lionsgate**

**MUBI**

**Paramount Pictures International**

**STUDIOCANAL**

**Sony Pictures International**

**Universal Pictures International**

**The Walt Disney Studios**

**Warner Bros. Pictures International**

Your continued support is always appreciated!

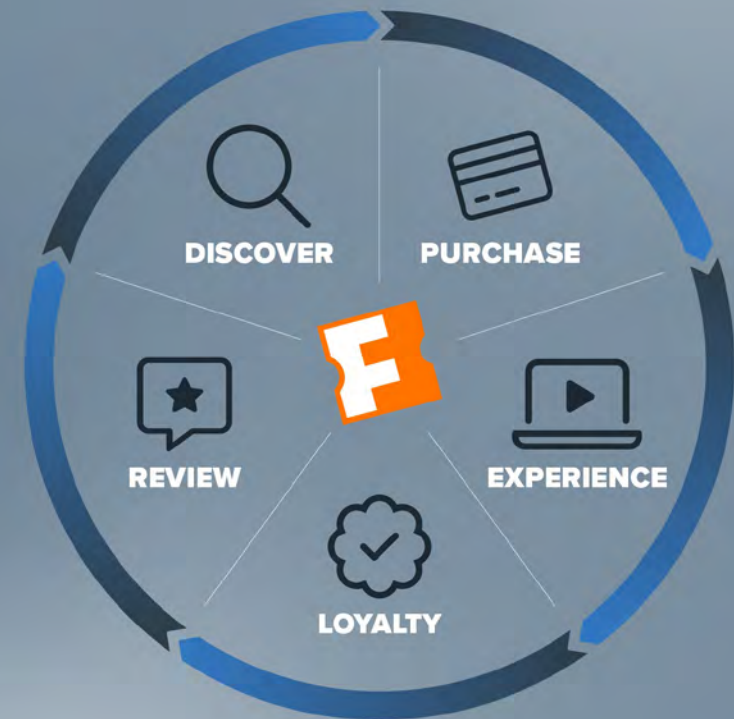
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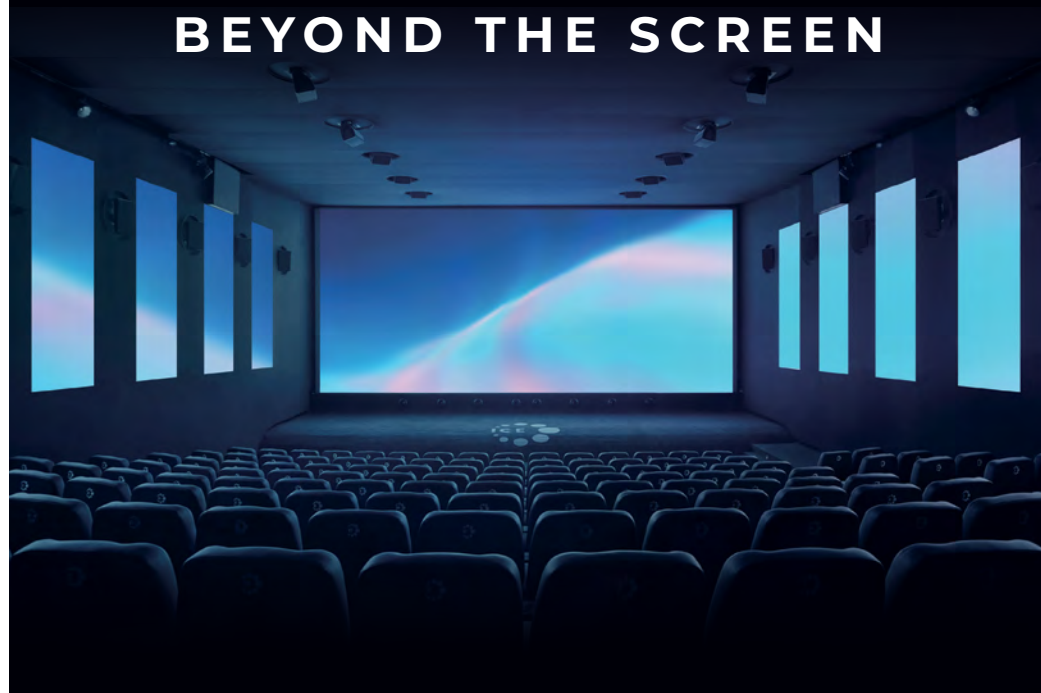
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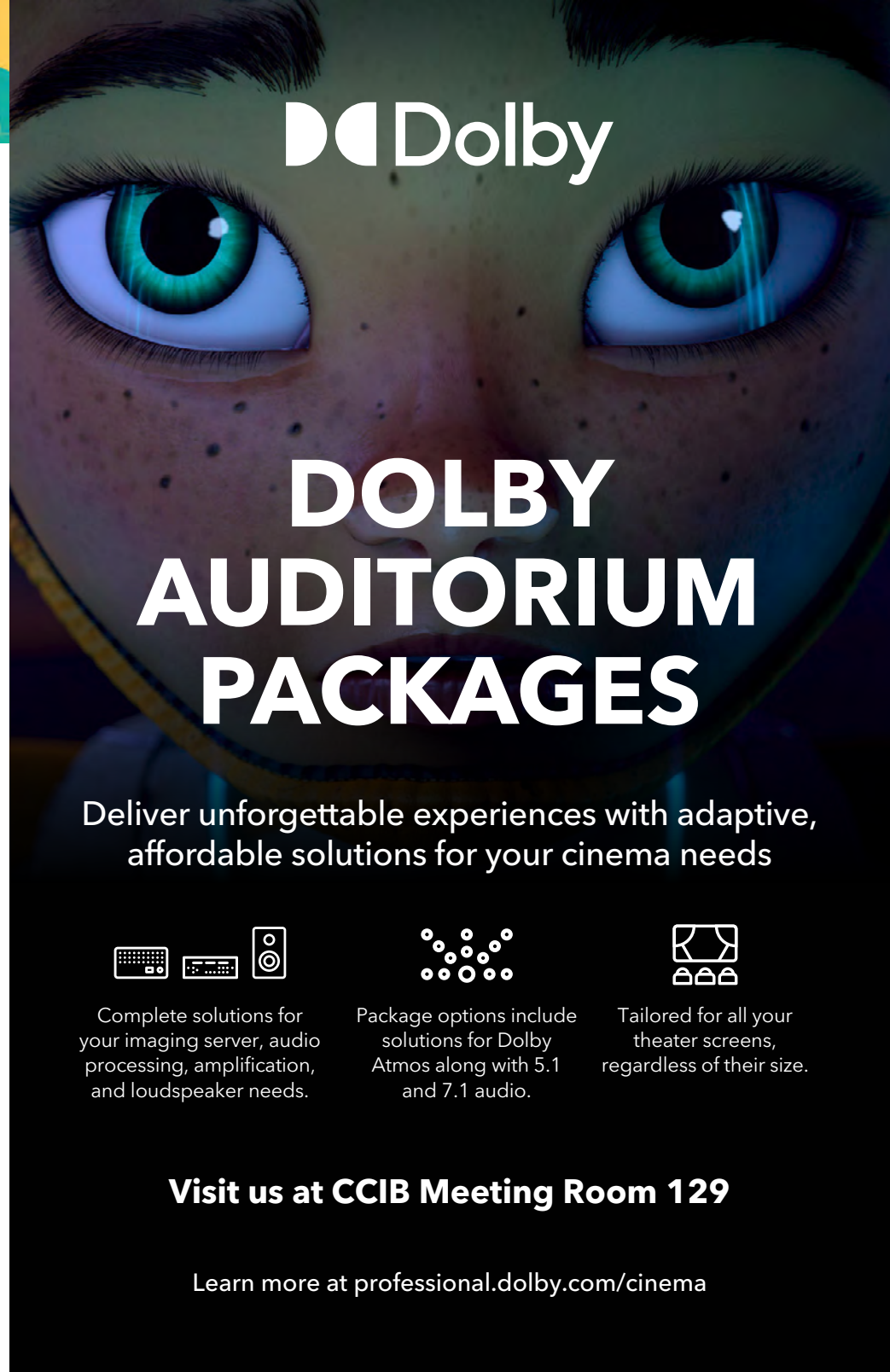


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## 2026 HONOREES

We are proud to recognize this year's honorees:

**CINEEUROPE INTERNATIONAL EXHIBITOR OF THE YEAR**

**Multiplex Ukraine**

**CINEEUROPE INTERNATIONAL DISTRIBUTOR OF THE YEAR**

**Jeff Goldstein, Warner Bros. Pictures**

**RENTRAK EUROPEAN BOX OFFICE ACHIEVEMENT AWARD**

**The Walt Disney Studios' *Avatar: Fire & Ash***

**2026 UNIC AWARD OF ACHIEVEMENT**

**Phil Clapp, UNIC**

**CINEEUROPE DISTINGUISHED CAREER AWARD**

**Roger Harris, Unique X**

**CINEEUROPE 2026 GOLD AWARDS**

**Tomaso Quilleri, Regno del Cinema, Italy**

**Marianne Hoff, Friberg Kino, Norway**

**Nick Davey, Everyman Cinema, United Kingdom**

**Natalie Mulinowa, Regal Cineworld, Czechia**

**Andres Jasper, Apollo Cinemas Baltics, Estonia**

**Martin McCubbin, ODEON Cinemas Group, UK**

**Anne-Marie Otter, Bygdekinoen, Norway**

**Tony Dilley, Harkness Screens, UK**

**UNIC COCA-COLA RETAIL AWARDS**

**Kinopolis**

**Omniplex**

vista

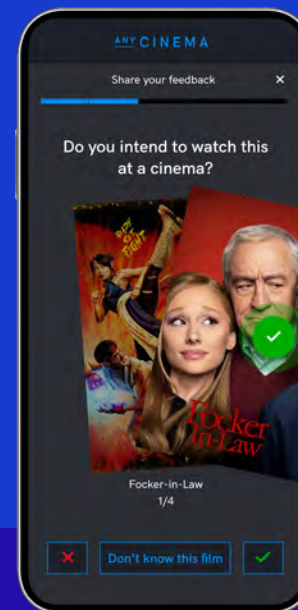
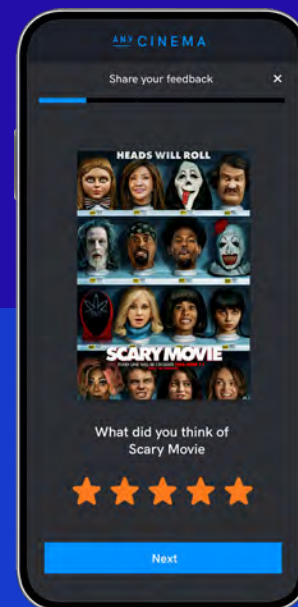
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## INTERNATIONAL EXHIBITOR OF THE YEAR AWARD

**MULTIPLEX**  
CINEMA

### **Multiplex Ukraine**

Accepted by Roman Romanchuk, CEO

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**CineEurope International Exhibitor of the Year**  
Multiplex Ukraine

**CineEurope International Distributor of the Year**  
Jeff Goldstein, Warner Bros. Pictures

**UNIC Award of Achievement**  
Phil Clapp, UK Cinema Association & UNIC

**CineEurope Distinguished Career Award**  
Roger Harris, Unique X

**UNIC & Coca-Cola Retail Award**  
Kinopolis

**Comscore European Box Office Achievement Award**  
The Walt Disney Studios' Avatar: Fire & Ash

### **2026 Gold Awards**

Tomaso Quilleri, Regno del Cinema, Italy

Marianne Hoff, Friberg Kino, Norway

Nick Davey, Everyman Cinema, United Kingdom

Natalie Mulinowa, Regal Cineworld, Czechia

Andres Jasper, Apollo Cinemas Baltics, Estonia

Martin McCubbin, ODEON Cinemas Group, United Kingdom

Anne-Marie Otter, Bygdekinoen, Norway

Tony Dilley, Harkness Screens, United Kingdom

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**Jeff Goldstein, Warner Bros. Pictures**

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ACHIEVEMENT AWARD







AVATAR  
FIRE AND ASH

**The Walt Disney Studios' Avatar: Fire & Ash**

Accepted by Nick Rush, SVP Studio Distribution EMEA

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## UNIC AWARD OF ACHIEVEMENT



**Phil Clapp**

UNIC

# CONGRATULATIONS



## HERE'S TO YOU, FOR KEEPING CINEMAS BRIGHT

Each of you plays a vital role in creating the magic of storytelling through cinema. All of us at Christie congratulate you on your success in innovating, achieving, and keeping the love for European cinema alive.

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## CINEEUROPE DISTINGUISHED CAREER AWARD



**Roger Harris**  
Unique X

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## CINEEUROPE AND UNIC/COCA-COLA RETAIL AWARDS

# KINOPOLIS

**Kinopolis**

Accepted by Gregory Thiele and Andreas Hufer

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**Omniplex**

Accepted by Paul John Anderson

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## GOLD AWARDS

The Gold Awards recognize those individuals who—while in a role which would perhaps not ordinarily command the spotlight—have made

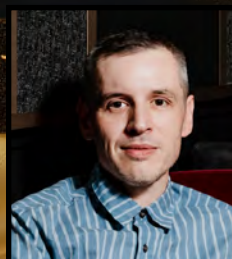
an outstanding contribution both to the ongoing success of their company or organisation but also to the wider European cinema industry.



**Tony Dille**  
HARKNESS SCREENS,  
UNITED KINGDOM



**Natalie Mulinowa**  
REGAL CINEWORLD,  
CZECHIA



**Nick Davey**  
EVERYMAN CINEMA,  
UNITED KINGDOM



**Andres Jasper**  
APOLLO CINEMAS  
BALTICS, ESTONIA



**Marianne Hoff**  
FRIBERG KINO,  
NORWAY



**Tomaso Quilleri**  
REGNO DEL CINEMA,  
ITALY



**Anne-Marie Otter**  
BYGDEKINOEN,  
NORWAY



**Martin McCubbin**  
ODEON CINEMAS  
GROUP, UK

## Confidence in the Platform Behind Cinema Operations

**Peter Morton**  
CEO  
**ADMIT ONE**



For cinema operators, technology choices are rarely about novelty. They are about confidence. Confidence that the systems supporting daily operations will work reliably under pressure. Confidence that the partner behind those systems understands the realities of running cinemas, not just selling software. And confidence that the platform chosen today will still be relevant, supported, and improving years from now.

At Admit One, that belief shapes how we think about our role in the industry.

For more than two decades, we have focused on building practical, dependable tools that support cinema teams across ticketing, food and beverage, reporting, and customer engagement. Over that time, the industry has changed significantly, but one thing has remained constant: operators need technology they can trust.

Today, we support cinemas across multiple territories and operating models, from independent venues to larger groups. Working at that scale brings responsibility. What we build must be resilient, adaptable, and supportable in the real world. It must reflect how cinemas actually operate day to day, not how systems look in a product demo.

That experience has shaped our approach to progress.

We believe in steady, deliberate evolution rather than constant reinvention. In strengthening foundations rather than chasing headlines. In modernising how the platform is delivered while protecting the stability operators depend on.

This approach is intentional. Cinema systems are deeply embedded in daily workflows, from box office to back office. Change needs to be meaningful, well considered, and aligned with operational reality. It should reduce complexity, not introduce it.

Over the past year, much of our focus has been on reinforcing the business behind the platform as well as the platform itself. That includes investment in people, processes, and delivery discipline, with the aim of creating a clearer, more predictable experience for our customers.

### ADMIT ONE (CONTINUED)

For operators, this shows up in practical ways. Clearer communication. Greater confidence in long term direction. A partnership model built on understanding rather than sales cycles.

Looking ahead, our priority remains consistent. To provide a platform that is reliable today and capable of evolving as cinema operations continue to change. That means continuing to modernise underlying technology, improving insight and reporting, and ensuring the platform can adapt over time without forcing disruptive transitions.

CineEurope has always been an opportunity for honest conversation. A chance to share experiences, compare perspectives, and discuss what the industry needs next.

This year, we are looking forward to focused discussions with operators about priorities, challenges, and how technology can support cinema teams in practical, sustainable ways. Not rushed demonstrations, and not loud announcements, but proper conversations about direction and partnership.

For those attending CineEurope, we welcome the opportunity to continue those conversations in person.



# CineEurope

Official Convention of the International Union of Cinemas



# CineEurope

Official Convention of the International Union of Cinemas



## AMAZON MGM STUDIOS is Proud to Participate at CineEurope

We wish to express our sincere thanks and appreciation to all of our exhibition partners and fellow distributors for the genuine support as we build out our International theatrical business from the ground up.

We are incredibly proud of our meaningful contributions to the fantastic first half of 2026, bringing five movies to the international marketplace, generating \$1 Billion at the global box office. We are just getting started and are excited by our upcoming slate, which is packed with original stories, adored casts, top-tier directors, and groundbreaking marketing campaigns. Our mission is twofold – to deliver films with scale, ambition, and something to say and to provide cinemagoers with a differentiated experience that encourages them to get out of the house, put down the phone, and sit in the dark surrounded by strangers.

Coming to your cinemas this September is must-see heist thriller from director David Leitch called **HOW TO ROB A BANK**. Starring Nicholas Hoult, Zoë Kravitz, and John C. Reilly, this cat-and-mouse film is about a crew of masked bank robbers who carry out daring heists and live stream them on social media.

In October, Anne Hathaway, Dakota Johnson, and Josh Hartnett bring

### AMAZON MGM STUDIOS (CONTINUED)

smoldering star power to our adaptation of Colleen Hoover's psychological thriller, **VERITY**. Johnson plays Lowen Ashleigh, a struggling writer who relocates to the remote Crawford estate to ghostwrite for Verity. After Lowen uncovers what appears to be Verity's chilling autobiographical notes, she wrestles with the disturbing and twisted confessions about Verity's husband Jeremy (Josh Hartnett), and finds it hard to separate fiction from reality, manipulation from attraction, and opportunity from obsession.

Our momentum continues to build in 2027. In January action fans can look out for Jason Statham reprising his role as Adam Clay in **THE BEEKEEPER 2**.

Equally anticipated, is **THE THOMAS CROWN AFFAIR** which is releasing in March. Oscar winner Michael B. Jordan and Adria Arjona take on roles as a suave billionaire art thief and an insurance investigator hot on his trail, converging in a seductive game of cat-and-mouse.

For the faithful, Jonathan Roumie reprises his role as Jesus of Nazareth in the truly cinematic next chapter of the global phenomenon, **THE CHOSEN: CRUCIFIXION**.

This is just a glimpse into our slate for the upcoming year, with more announcements to come.

From all of us at AMAZON MGM STUDIOS, we wish you a successful and productive CineEurope!

## Trust And Commitment

### Fabrizio Larini

President

**ANEC (ITALIAN ASSOCIATION OF CINEMAS)**



A few months after my election as president of the Italian cinema federation, I can say that the crisis of recent years seems to have finally been overcome thanks to renewed competitiveness and a steady stream of blockbusters and sequels that sometimes exceed expectations, as happened in Italy with *The Devil Wears Prada 2*, confirming that our market is experiencing a phase of stability as regards the film supply.

The film landscape, however, does not look entirely rosy, as the cinema industry has not yet fully recovered. The Studios' reorganization has brought with it financial problems and concerns stemming from another pending merger: the acquisition of Warner Bros. by Paramount. It is key to understand how we can ensure a consistent film offering for all audiences, the protection of the theatrical release window—an increasingly crucial factor not only for cinemas but also for value creation in all subsequent media - and the ability of a single company to adequately promote all upcoming films. It will be important to see what commitments the new company formally undertakes and whether it will retain the current workforce and expertise.

Back to content, optimism prevails at the 35th edition of CineEurope: after an extraordinary April and May, with three blockbusters like *Super Mario Galaxy*, *Michael*, and *Prada 2*, expectations for summer 2026 - despite the World Cup, which lacks the attraction of other countries due to the absence of Italian national team—are extremely high thanks to a huge line-up, including the return of *maestros* like Steven Spielberg and Christopher Nolan. I'm certain that when summer ends we will be celebrating record figures, a renewed confidence in the future of the industry and in the irreplaceable role of the cinematic experience on the big screen, with the best technologies and maximum comfort.

Satisfaction with the results of domestic production remains, albeit with some shadows. The bright spot comes from the beloved Checco Zalone, whose latest film, *Buen Camino*, released on Christmas Day 2025 after a six-year hiatus, broke all records with 9.5 million admissions and €76.5 million (three times that of *Avatar: Fire and Ash*). While two other titles (Sorrentino's *La grazia* and Muccino's *Le cose non dette*) appear in the Italian Top 10, there's a noticeable absence of Italian cinema during the summer months, with an overcrowding of

### ANEC (CONTINUED)

releases starting at the Venice Film Festival and into the winter. Furthermore, there's a lack of young (often undervalued) talent, and perhaps also a lack of ability to amaze with innovative offerings capable of transcending national borders and establish themselves at the most prestigious festivals.

CineEurope is the ideal and long-awaited opportunity to reconnect with friends and colleagues, especially this important edition, with a program richer than ever of events, conferences, screenings. It's important to celebrate talent and professionals from around the world, and we're delighted to have, once again this year, an Italian exhibitor of the caliber of Tomaso Quilleri among the recipients of the *UNIC Gold Awards*. In Brescia and Milan, he and his family manage cinemas where, in addition to enjoying films in the best technological and comfortable conditions, the joy of socializing is a priority thanks to cutting-edge services: bars, restaurants, live events, even screenings for crochet enthusiasts!

The film industry's vitality is constantly evolving, as is its ability to renew itself and offer audiences places to share, events to enjoy, and a wealth of content enriched by a strong sense of community.

ANEC is committed to promoting dialogue between the stakeholders in the industry. The *LED - Women Exhibitor Leaders* mentoring project sees every year six female mentors share their experiences and activities with six mentees (the fourth edition will be launched in a week at the *Ciné* conference in Riccione). LED includes meetings with leading figures in the sector and a *LED Award* to a prominent female figure during the *Giornate Professionali di Cinema*, ANEC's annual conference, in Sorrento from December 1st to 4th.

And then there are the *AneCLABs*, constantly updated study days and meetings between distribution and exhibition experts (in communication, marketing, AI, and new technologies).

*Corto che Passione* is the program of the best short films developed with FICE (the Italian Arthouse Cinema Federations) in collaboration with associations, festivals, and specialized companies: every month, the best of national productions and nominees for the main awards, in over 100 participating cinemas.

We are particularly dedicated to young audiences, both through our film education projects involving cinemas and schools throughout Italy, thanks to the support of the Ministry of Culture and the Ministry of Education, and through the *David Giovani Award*, which complements the David di Donatello Awards and is presented by 1,500 high school seniors from over 70 schools. The students watch the films in theaters, vote, and participate in a competition that allows the winners to become members of the special jury which awards the *Leoncino d'Oro* at the Venice Film Festival, the festival's most coveted collateral prize.

I've summarized our main activities aimed at audiences and member cinemas, with the aim of maintaining a highly competitive sector ahead of ANEC's 80th anniversary in 2027. While it's right to celebrate our successes, we prefer to constantly look to the future and how we can improve!

## Audiences Are Choosing Light

### Jared Geesey

Executive Vice President

**ANGEL INTERNATIONAL**



Figuring out what audiences want is the question distributors have been asking since the dawn of cinema. What's changed is that Angel built a system to answer it, and the results are reshaping how we think about theatrical.

We've been coming to CineEurope for a few years now, and we want exhibitors across Europe to know we're here to stay. We are investing in this market, we are investing in our relationships, and we want to meet with you, work with you directly, and build something that lasts.

### The Angel Guild: A Vetting Signal Exhibitors Can Trust

At the center of how we acquire and greenlight films is the Angel Guild, a community of more than 2 million members who help decide which films we bring to theaters.

When a film clears the Guild, it has been pressure-tested by passionate moviegoers before a single screen is booked. The downstream signal is real: Angel films post the highest Rotten Tomatoes audience scores of any studio. Titles arrive in your market already validated by audiences who watch like critics and vote like fans.

**A Values-Based Studio, Not a Niche One** Angel is a values-based distributor. Faith is one of those values, but it is a subset, not the ceiling. We are not pigeonholed by it, and our slate reflects that.

Stories that amplify light are not just for Middle America. They are for global mainstream audiences. Hope, courage, family, sacrifice, redemption: these themes travel. They always have. Angel films lean into those values without apology, and we bring them to theaters because we believe that is where stories like these are meant to live.

### We Believe in the Big Screen

No filmmaker dreams of making their film to be watched on a phone. Cinema was built for shared audiences, packed houses, and stories that demand full attention.

### ANGEL STUDIOS (CONTINUED)

We believe theatrical is the front door, not a window, and we structure our releases accordingly.

That conviction is why we partner directly with strong distributors in each European market, the teams who know their audiences, their exhibitors, and their calendars better than anyone. Many of them program their own screens, so they read a slate the way you do: Vue's Lumière, NOS Lusomundo, Blitz CineStar, and many more.

We continue to expand our global distribution network and we're actively meeting with distributors who share our commitment to theatrical and to films that travel. These are not licensing relationships. They are real partnerships, and we treat them that way: a pipeline of values-based stories and returning audiences for your theaters.

### What's Coming

Our 2026 slate is the most ambitious we've ever brought to market, and we are saving the details for our CineEurope presentation. What we'll tell you now is this: it's a calendar built for theatrical and led by stories we believe European audiences will embrace.

### A Final Word

Audiences are choosing light. Our job, together, is to put it on the biggest screens we have. We're proud of what Angel has built in North America, and we're more excited about what we get to build with our European partners next.

See you in Barcelona!

## HDR by Barco: Building the Future of Cinema Together

### Bas van Heek

Director Strategic Marketing

BARCO



Results in Cinema are driven by powerful storytelling, outstanding audience experiences, and reliable, efficient operations. From the proven performance of Barco Series 4 to the versatility of integrated solutions such as mFusion Integrated Cinema Media Processor and Barco's Smart Amplifier, and from fleet optimization through myCinema to the premium power of HDR by Barco, Barco is helping exhibitors build a stronger foundation - designed to offer limitless possibilities that enable unlimited experiences.

### HDR by Barco: From Innovation to Proven Performance

HDR by Barco is redefining what audiences can expect from the premium cinema experience. By drastically enhancing brightness, contrast, and color, this ground-breaking approach to high dynamic range brings a new level of clarity and realism to the big screen.

Today, HDR by Barco is growing fast, with an expanding footprint and a robust slate of titles available. Across key markets, exhibitors are adopting this technology to elevate their premium offering and differentiate their screens. This momentum reflects a clear industry shift, with HDR becoming an integral part of the future cinema experience.

As more titles are released and more screens come online, HDR is establishing itself as a compelling premium format that resonates with moviegoers and supports exhibitors in strengthening their value proposition and is increasingly embraced by studios and colorists as a powerful new creative tool for on-screen storytelling.

Building on the strong foundations of the Series 4 platform, HDR by Barco leverages Lightsteering technology to achieve peak brightness levels where they matter most, without increasing overall power consumption. This enables exhibitors to deliver exceptional visual performance while maintaining control over energy use and operational efficiency.

### Performance as the Foundation: Barco Series 4

Delivering exceptional cinema experiences at scale starts with a strong and reliable platform. Barco Series 4 continues to evolve to meet these demands.

Designed for high-performance environments, Series 4 laser projectors deliver the brightness, stability, quality, and long lifetime required to keep making audiences coming back week after week. At the same time, Barco's strong focus on sustainability ensures reduced power consumption, optimizes use of materials, and enables a high level of

### BARCO (CONTINUED)

commonality across components to simplify maintenance and support more efficient fleet management.

### Versatility Through Integration: mFusion Media Processor and Smart Amplifier

Operational efficiency is just as important as on-screen quality. With the introduction of the Barco mFusion ICMP-XS, Barco combines media server functionality, audio processing, and streaming capabilities into a single solution.

This integration allows cinemas to be more flexible towards alternative content and usage, and to handle demanding content workflows with greater ease. Faster ingest speeds, simultaneous content operations, and built-in streaming functionality help streamline day to day operations without compromising performance.

The Barco Smart Amplifier complements this setup with reliable and scalable sound delivery across a wide range of auditorium configurations. Together, these solutions reduce system complexity, improve consistency, and give operators greater control over the audience's experience.

### Fleet Optimization: myCinema

As cinema operations scale, maintaining consistent performance across multiple screens becomes increasingly important. Barco has begun to roll out myCinema, a fleet management platform designed to give exhibitors greater visibility and control over their installed base.

As the platform evolves, myCinema will enable centralized monitoring, performance tracking, and proactive maintenance insights. The goal is to support more efficient operations and reduce downtime, while ensuring that every screen delivers the expected experience.

### Delivering What Matters: The Audience Experience

At the core of Barco's approach is the ability to bring performance and integration together in a way that delivers real value.

The combination of Barco Series 4 and an integrated booth setup, including mFusion and Smart Amplifier, enables exhibitors to operate efficiently while maintaining consistent, high-quality performance across their circuits. This foundation supports both operational excellence and a reliable premium offering.

HDR by Barco builds on top of this foundation. It adds a new dimension to the viewing experience, enhancing image quality in a way that is immediately visible to audiences, while remaining grounded in the same principles of performance and control.

Together, these elements enable exhibitors to create a cinema experience that stands out, attracts audiences, and supports long term business success.

We invite you to experience our latest innovations, including HDR by Barco, during CineEurope in Barcelona. Find us in MR 111, located on the 1st floor (P1 level) of the CCIB, and in the HDR by Barco Auditorium.

## Boxoffice at CineEurope 2026: Championing Innovation, Audience Growth and the Future of Exhibition



**STAN  
 RUSZKOWSKI**



**MARINE  
 SUTTLE**



**MALCOLM  
 MACMILLAN**



**LAUREEN  
 PHILIPPE**

As the cinema industry continues to adapt to changing audience habits, new technologies and evolving consumer expectations, CineEurope 2026 promises to be an important gathering point for exhibitors, distributors and technology partners from across the global industry.

Boxoffice will once again play a prominent role throughout the convention, supporting a programme of business discussions, networking events and industry recognition initiatives focused on the future of theatrical exhibition.

The conference begins on Monday morning with Laureen Philippe and Marine Suttle hosting the official business sessions at CineEurope. The sessions will bring together industry leaders to discuss the trends, opportunities and operational challenges currently shaping the exhibition landscape.

As exhibitors continue to invest in premium experiences, digital engagement and modernised cinema environments, this year's discussions are expected to focus heavily on innovation, audience behaviour and the future of moviegoing.

On Monday evening, Boxoffice will host an exclusive invite-only drinks reception beginning at 6:30pm. The event will provide exhibitors, distributors, suppliers and technology partners with an opportunity to connect and exchange ideas in an informal setting during one of the industry's most important annual gatherings.

Tuesday's programme will see Boxoffice co-host the prestigious UNIC reception before presenting the 2026 Giants of Exhibition Awards, recognising the largest and best-performing cinema operators by screen count across the global exhibition industry.

The Giants of Exhibition Awards continue to highlight the strength and resilience of theatrical exhibition while celebrating operators that demonstrate sustained growth, operational excellence and continued investment in the cinema experience.

### THE BOXOFFICE COMPANY (CONTINUED)

At a time when audiences have more entertainment choices than ever before, exhibitors across Europe and around the world continue to invest heavily in premium presentation technologies, luxury seating, food and beverage offerings and upgraded guest experiences designed to reinforce the value of moviegoing.

One of the key discussions during this year's CineEurope programme will also take place on Tuesday in the Exhibition Hall, when Marine Suttle joins an AI-focused panel organised by the ICTA examining how Agentic AI is changing the way films are marketed, discovered and sold.

As consumers increasingly use conversational AI platforms such as ChatGPT, Gemini and Perplexity to search for films, cinemas and entertainment options, exhibitors are entering a new era of digital discovery.

Historically, cinemas have focused on search engine optimisation, online advertising and social media marketing to drive ticket sales. However, the growth of conversational AI is rapidly changing how consumers access information and make purchasing decisions.

Marine Suttle will discuss the growing importance of optimising cinema websites, showtimes data and online content not only for traditional search engines, but also for prompts and recommendations generated by large language models.

The session will also highlight the recently launched ChatGPT showtimes experience developed for Regal Cinemas in the United States. The integration demonstrates how conversational AI can simplify movie discovery by allowing consumers to search for films, nearby cinemas and available showtimes directly within an AI environment.

As AI-driven recommendation systems become increasingly important, exhibitors are being encouraged to rethink how their brands, content and ticketing experiences appear across conversational platforms.

Alongside its focus on digital innovation, Boxoffice will also continue recognising exhibitors that are investing in the physical cinema experience itself.

Throughout CineEurope 2026, Boxoffice will distribute Blue Ribbon certificates to European cinema operators that have recently opened new cinemas or completed significant refurbishments and upgrades. The initiative recognises exhibitors that continue to invest in premium presentation, audience comfort and enhanced moviegoing experiences.

From business leadership and networking events to industry recognition and discussions around the future of AI-driven discovery, Boxoffice's involvement at CineEurope 2026 reflects its ongoing commitment to supporting exhibitors during a period of rapid change and innovation across the global cinema industry.

As the exhibition sector continues to evolve, CineEurope remains an important platform for collaboration, innovation and shared optimism about the future of theatrical moviegoing — and Boxoffice is proud to be part of those conversations once again.

— Malcolm MacMillan, Managing Director EMEA, The Boxoffice Company

## The Technologies Shaping Cinema's Next Chapter

### Adil Zerouali

Vice President Sales, EMEA

**CHRISTIE DIGITAL**



When the cinema industry gathers at CineEurope 2026 this June, the conversation will extend far beyond brighter projection and larger screens to a much broader topic: how cinemas can continue delivering premium theatrical experiences audiences are willing to pay for while navigating rising operational costs, evolving content demands, and increasing sustainability expectations.

For Christie, the focus is on helping exhibitors strike a balance between visual excellence, reliability, and efficiency. Premium cinema formats continue to drive attendance and customer loyalty across Europe, but maintaining those experiences requires technologies that can perform reliably while helping reduce energy consumption and ongoing maintenance costs.

At the show, we will highlight advancements in laser projection that offer both high brightness and contrast while being energy efficient. The emphasis is less on specifications alone and more on what those technologies mean for audiences and operators managing increasingly complex cinema environments, from independent theatres to major multiplex chains.

### Efficiency without compromise

Our Phazer™ illumination technology, found in our new RGBH cinema projectors, combines RGB pure laser with laser phosphor illumination and addresses this challenge by offering a more energy-efficient alternative to traditional Xenon lamp projection systems for smaller high-gain screens in mid-sized cinemas and post-production. The systems can improve efficiency by 200–300% while significantly reducing annual energy costs. For larger auditoriums and PLF screens, Christie continues to champion RealLaser, an RGB pure laser projection technology, that prioritizes high brightness, wider color reproduction, and improved energy-to-lumen efficiency. These systems are increasingly important as cinemas compete with premium home entertainment setups to create something that feels distinctly premium, and audiences expect more visually immersive experiences when they invest in the price of admission.

### Advancing contrast and premium presentation

We're pleased to launch our VDR™ enabling software technology in Europe with

### CHRISTIE (CONTINUED)

live on-screen demos. Rather than simply increasing brightness, VDR dynamically adjusts laser power scene by scene to improve contrast and reveal greater detail in darker images.

For moviegoers, the impact is subtle but meaningful. Dark scenes gain more depth and detail without appearing washed out, while bright sequences maintain intensity and color accuracy. As filmmakers continue to embrace expanded dynamic range workflows, exhibitors are looking for ways to reproduce those creative intentions on screen more faithfully.

From an operational perspective, VDR also offers practical advantages. The software-based enhancement can help reduce overall laser power consumption while extending the laser's lifespan, enabling exhibitors to improve presentation quality without major hardware changes.

The growing emphasis on premium experiences reflects broader shifts across the cinema industry. As streaming platforms continue competing for consumer attention, theatres are increasingly focused on delivering experiences centered around scale, immersion, and shared viewing that can't easily be replicated at home. Technologies that improve image quality, motion clarity, image depth, contrast, brightness, and overall presentation consistency are becoming more critical components to that value proposition.

As the European cinema market continues to evolve, CineEurope 2026 is expected to reinforce a key industry reality: audiences still value the shared theatrical experience, but expectations around presentation quality, comfort, and immersion continue to rise. Technology providers are increasingly sought for innovation and solutions that effectively help exhibitors operate sustainably and profitably while creating memorable audience experiences.

### Global expertise, local commitment

Now celebrating 97 years of technological leadership, Christie continues to support exhibitors across EMEA with innovative, sustainable solutions tailored to the region's unique cinema landscape. From revitalizing theatres in Western Europe to supporting new multiplex developments in Africa and Middle East, we partner closely with cinema operators to meet evolving audience expectations. With a growing appetite for both global blockbusters and regionally produced films, our market's cinematic future is dynamic and diverse. We remain dedicated to helping cinemas delight audiences and drive their business forward.

Visit Christie in meeting rooms 133 and 134 at CineEurope 2026.

## Europe's Energy Reality: Why Cinema Operators Must Act Now

**Araceli Vaello**  
VP Solutions  
CINEMANEXT



*Across Europe, energy is no longer merely an overhead. It is one of the largest variables determining whether a cinema is profitable. PAA40+ gives exhibitors a direct and immediate way to act on that.*

Between 2021 and 2023, Europe experienced one of the most severe energy crises in its modern history. Electricity prices reached record highs across major markets, reshaping the economics of every energy-intensive business. Cinemas were among the hardest hit. Since then, wholesale prices have stabilised, but they remain structurally higher than pre-2021 levels and are far more volatile. For cinema operators, the era of predictable, manageable energy costs is over.

### A landscape of consistent pressure

One of the defining features of European energy is disparity. Prices vary markedly by country, driven by different energy mixes, infrastructure, and national policy. But the pressure is universal. For multi-site operators, that means navigating a patchwork of cost bases and volatility patterns while protecting margins across the entire circuit:

- **Germany** is among Europe's most expensive markets, with electricity at approximately €0.38/kWh for end users in 2025
- **Ireland** exceeds even that, reaching over €0.40/kWh
- **Italy & Belgium** are consistently above €0.30/kWh, sustaining persistent pressure on operating costs
- **Spain**, traditionally more stable, recorded price increases of nearly 19% year-on-year in 2025
- **France** is also experiencing sharp fluctuations, departing from its historically stable position

Even where prices have softened from their 2022–23 peaks, they remain well above historical averages. And, critically, they are less predictable, driven by ongoing geopolitical uncertainty, gas dependency, and evolving carbon pricing mechanisms. For finance teams trying to model costs 12 months out, that unpredictability is itself a problem.

### CINEMANEXT (CONTINUED)

#### Why cinemas are more exposed than most

Cinemas are high-consumption environments by design. HVAC systems — essential for audience comfort — can represent up to 70% of total energy use. Projection, sound, and booth equipment run at high load throughout every screening. Large auditoriums must be air conditioned regardless of how many seats are filled. This means that energy price movements have a disproportionately large effect on cinema economics compared with most commercial buildings.

But the more consequential issue is not consumption during screenings. It is consumption when nothing is happening.

#### KEY FINDING

*In audits conducted across European cinema sites, idle consumption — equipment running between shows, overnight, or outside programming hours — consistently represents a significant share of total booth energy use. Most of it goes unnoticed.*

Projection systems left powered between screenings. Amplifiers running through the night. Booth equipment not synchronised with actual show schedules. These are not exceptional failures. They are the default operational state in many sites, because there is no visibility and no automation to prevent them. At current European electricity prices, this is no longer negligible. It is a direct, recurring, and entirely avoidable loss of margin.

#### Where the opportunity actually lies

The key insight for European exhibitors is one of focus. Energy savings do not primarily come from reducing consumption during screenings. They come from eliminating consumption outside of them. This is what makes energy optimisation both powerful and achievable: it has no impact on picture or sound quality, no effect on the customer experience, and an immediate effect on operating costs.

The challenge is not identifying this opportunity. It is implementing it consistently across different sites, different countries, different teams, and different equipment configurations.

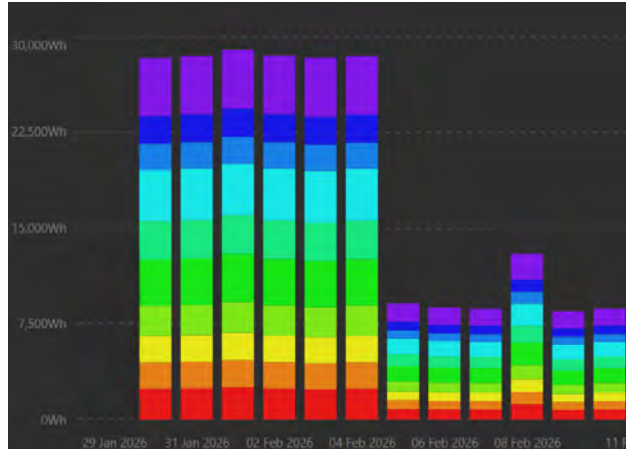
#### PAA40+: from inefficiency to measurable savings

CinemaNext's PAA40+ was developed specifically to address this operational reality. Rather than focusing on equipment efficiency in isolation, it targets the main source of waste: how equipment is used, and when.

In practice, PAA40+ automatically powers projectors, amplifiers, and booth systems up and down in synchronisation with actual show schedules. It eliminates overnight and idle consumption, provides real-time monitoring across sites, and transforms energy usage from something manually managed — and therefore inconsistently managed — into something automated and optimised.

*(Continued)*

**CINNEMANEXT (CONTINUED)**



Across European deployments, the results are consistent: a 30% to 70% reduction in booth-related energy consumption. The range reflects differences in current operational practice, existing automation levels, and equipment configuration. But the source of the savings is the same in every case: energy that was previously being wasted, simply stopped being wasted.

**FINANCIAL IMPACT**

At €0.25–€0.40/kWh across European markets, a 30–70% reduction in booth consumption represents a direct and meaningful improvement in operating margins without capital-heavy investment or any change to the audience experience.

**A strategic decision, not a technical upgrade**

What differentiates leading European exhibitors today is not access to cheaper energy, as none of them have that. It is control over consumption. Operators who have implemented automation and optimisation see predictability across volatile markets, consistency across countries, and improved operational discipline that compounds over time.

Box office recovery remains uncertain and uneven. Cost pressure is immediate. In a sector where margins are structurally thin, energy is one of the few levers that operators can act on today with a guaranteed and quantifiable outcome. The question, for exhibitors across Europe, is how quickly they can take control of it.

Data references: European Commission energy statistics; Eurostat; El Economista; Euronews energy reporting; European Parliament energy market briefings.

CELEBRATING  
**10 YEARS**  
 OF **EXCELLENCE**



**Magnify 8**



MEET US AT **CineEurope** BOOTH #301  
Official Convention of the International Union of Cinemas

[TRADESHOW]

JUNE 22 - 25 - 2026

**LUMMA**  
 AUDIOVISUAL ENGINEERING

## Cinerji Entertainment: Morocco's Rising Force in Premium Cinema and Live Entertainment



### Widad Faiz

Co-Founder & Managing Director

#### CINERJI ENTERTAINMENT

Morocco's exhibition market is entering a new chapter, and few names capture that momentum better than Cinerji Entertainment. The Casablanca-based group is built on a single, ambitious conviction: that cinema-going in Morocco deserves the same comfort, craft and spectacle audiences expect anywhere in the world — and that the big screen can sit at the centre of a far broader entertainment ecosystem.

Founded by Widad Faiz and Hakim Chagraoui, Cinerji positions itself not merely as an exhibitor but as an integrated entertainment holding, bringing together cinema operations, a dedicated live-events division and a growing portfolio of experiential projects under one roof. The result is a company that thinks about audiences across formats — from a Friday-night blockbuster to a live concert tour — rather than the auditorium alone.

#### A flagship built around experience

The group's exhibition story begins at its flagship complex in Bouskoura, operating under the Cinerji Ville Verte banner, where its premium philosophy is on full display. Rather than competing on screen count alone, Cinerji invests in what audiences feel the moment they walk in: generous, ergonomically designed seating; a food-and-beverage offer that moves well beyond the standard concession stand; and an attention to atmosphere that treats each visit as an event in itself.

That positioning is deliberate. As exhibitors worldwide have learned, the theatrical business depends on giving audiences a compelling reason to leave the sofa — an experience streaming cannot replicate. Cinerji embraced this lesson early, making luxury comfort, an elevated F&B programme and signature touches such as collectible concession merchandise central to its proposition rather than afterthoughts.

#### An expansion roadmap across the Kingdom

With its flagship proving the concept, Cinerji is pursuing an ambitious national

#### CINERJI (CONTINUED)

rollout, with multiple sites in development across key Moroccan markets — Casablanca, Rabat, Kénitra, Agadir and many other cities across the Kingdom — and a series of complexes attached to major commercial and lifestyle destinations. Each is conceived to carry the same premium DNA established in Bouskoura, adapted to the character of its local catchment.

This design-first approach reflects a broader belief: that scale should never come at the expense of quality. Cinerji stays active on the international supplier circuit, continually evaluating advances in seating, concessions and projection technology so every new auditorium meets the highest specification.

#### Where cinema meets live entertainment

What truly distinguishes Cinerji from a conventional exhibition chain is its conviction that audiences are seeking live, shared and unrepeatable experiences in every form. Through its live-events arm, the group has rapidly become a notable promoter on the Moroccan scene, bringing globally recognised talent to Moroccan stages.

Its productions span musical tours, concerts and festivals, bringing together globally recognised artists, the leading stars of the Arab music scene, stand-up comedy and large-scale touring spectacles. By operating across both cinema and live entertainment, Cinerji builds relationships that extend far beyond a single film slate, cross-pollinating the marketing, hospitality and operational expertise each side of the business develops.

This convergence is increasingly relevant to the global exhibition conversation. As cinemas worldwide experiment with alternative content, event cinema and live broadcasts, Cinerji's dual structure gives it a natural head start: the same teams that run a premium auditorium know how to deliver a flawless live show.

That cross-pollination is already moving into the open air. Drawing on its events know-how, Cinerji is developing open-air cinema concepts — from drive-in screenings to "cinema under the stars" — that reframe a film night as a destination event in its own right. The ambition is consistent: to channel the expertise the group has built in live entertainment back into the cinema itself, making the theatrical experience more immersive, more convivial and more memorable than ever.

#### A vision aligned with the industry's future

For Cinerji, CineEurope is far more than an annual gathering — it is the beating heart of the international exhibition community, a true crossroads where ideas, technologies and ambitions converge. Each year, Barcelona becomes the meeting point where studios, exhibitors and suppliers worldwide gather to shape the future of the big screen. It is here that lasting partnerships are forged, that the innovations destined to redefine the cinema-going experience are unveiled, and that operators from every market, established and emerging alike, find a common language rooted in a shared passion for the big screen.

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### CINERJI (CONTINUED)

It is precisely this spirit of encounter and opportunity that draws Cinerji to Barcelona. The group sees itself as part of this international community committed to the future of cinema, arriving eager to learn, to forge partnerships and to share the perspective of a fast-growing market with too much to offer to remain on the sidelines of the global conversation.

Morocco sits at a strategic crossroads between Europe, Africa and the Arab world, with a young and increasingly experience-hungry population. Cinerji is betting that this audience will reward operators who refuse to compromise on quality, treating cinema not as a commodity but as a cultural institution where communities gather and the magic of the shared experience endures.

As it expands and deepens its live-entertainment portfolio, Cinerji's message is clear and confident: the future of theatrical exhibition is bright, it is premium, and a new generation of operators from emerging markets is ready to help write its next chapter. Cinerji Entertainment fully intends to be among the names that define it.

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## CJ 4DPLEX – The Next Chapter



**Bobbie Andrews**  
Managing Director, EMEA  
CJ 4DPLEX

### **At CJ 4DPLEX, we are proud to be backed by the strength, scale, and long-term vision of the CJ Group.**

CJ is not simply an investor in cinema. It is a global cultural powerhouse — and a platform leader that has shaped how content is created, expanded, and experienced. Across multiple industries, CJ has built a powerful ecosystem that continues to lead the flow of global culture.

Importantly, CJ's relationship with theatrical exhibition runs deep. CJ created and built CJ CGV, which has grown into one of the largest cinema exhibition companies in the world. Our roots are in exhibition — and that perspective led to the creation of 4DX and SCREENX. But more importantly, it is this perspective that allows us to rethink the future of theatrical.

We are not simply evolving exhibition. We are redefining it.

### **4DX and SCREENX were created by exhibitors, for exhibitors.**

They were designed to help theatres deliver differentiated experiences and bring audiences back in an increasingly competitive landscape. And the results speak for themselves. In the first five months of 2026 box office revenues across SCREENX & 4DX have increased 40% year on year.

These formats are becoming something more. Our ambition is not to remain a format company but to evolve into a platform that expands what the cinematic experience can be.

### **CJ plays the long game. We believe deeply in the future of theatrical.**

That belief is reflected in our continued investment in CJ 4DPLEX expanding beyond formats into next-generation production capabilities and advanced content technologies.

### **This is not incremental innovation. This is transformation.**

Through proprietary technology, advanced VFX pipelines, and content created exclusively

### **CJ 4DPLEX (CONTINUED)**

for theatres, we deliver experiences that simply cannot be replicated at home.

#### **And our goal is clear:**

To move beyond watching.  
Enabling audiences to truly experience stories  
In entirely new and unique ways.

These goals form the foundation of our business and our partnerships. They are demonstrated through our recent work with friends at Universal & Illumination. Together with our fantastic VFX team, we collaborated to deliver the ultimate SCREENX experience on The Super Mario Galaxy Movie, with Illumination providing much of the additional content seen by audiences. Together with Kinopolis we further eventised the release with SCREENX takeovers across four European markets, delivering significant increases in awareness and box office.

Our partnerships resulted in the most seamless wing content, incredible visuals that wowed customers and best in class marketing all combining to break records, as The Super Mario Galaxy Movie became the highest grossing Animation in SCREENX history, both here in EMEA and worldwide. This is a clear indication that customers want more than to watch a movie, they want to experience an event. We can't wait for more of the same when Universal bring Minions & Monsters to cinemas in the coming weeks.

With technology in mind, you may be aware of our recent showcase of the next generation of SCREENX at CinemaCon in Las Vegas. The system has been completely redesigned, with cinema-quality 3-chip projection on the side walls delivering a brighter, more immersive, and truly super premium experience. But more importantly, it represents a clear direction for the future. A future where theatrical continues to evolve as the most premium and differentiated form of entertainment which cannot be experienced in any other venue.

Finally, we are excited to share another advancement in our story. We have recently announced that Spider-Man: Brand New Day will be the first of a new generation of movies, which are "Shot for SCREENX". This next step on our journey to deliver unforgettable customer experiences, saw our team involved in the production from a very early stage. The SCREENX production team were on set, collaborating with the filmmakers and capturing key scenes with dedicated SCREENX cameras.

We are bringing the filmmaker's creative vision to life by delivering a fully immersive world uniquely designed for SCREENX auditoriums, and not available anywhere else.

When you combine world class technical innovation, with incredible content, pioneering marketing and the best exhibitors and distributors in the industry, we at CJ 4DPLEX know we are not just building the future of premium formats. We are tirelessly working together to create the future of cinema going.

## Dolby Cinema, Dolby Vision and Dolby Atmos: Driving Premium Experiences, Higher Attendance, and Stronger Box Office



### Mike Archer

Vice-President, WW Cinema Sales  
& Partner Management

**DOLBY LABORATORIES, INC.**

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Dolby Cinema, Dolby Vision and Dolby Atmos: Driving Premium Experiences, Higher Attendance, and Stronger Box Office Performance

Since the launch of Dolby Cinema a decade ago, Dolby Vision and Dolby Atmos have helped redefine what makes a night at the movies truly compelling. Together, they have raised audience expectations and become powerful drivers of demand, repeat attendance, and box office growth. By enabling filmmakers to fully realize their creative intent, these technologies deliver experiences that feel bigger, more immersive, and truly worth leaving home for, bringing audiences back to theaters again and again.

Dolby Cinema continues to represent the gold standard in premium moviegoing. Each location is individually specified, designed, engineered, and finely tuned by Dolby's experts to maximize the impact of both Dolby Vision and Dolby Atmos. The result is a fully integrated, end-to-end experience spanning content creation through exhibition, one that captivates audiences and deepens emotional engagement. It is more than a premium auditorium. It is a destination that audiences actively seek out.

This differentiation translates directly into business performance. Dolby Cinema consistently delivers the highest box office per-screen average worldwide among major premium large format (PLF) brands, demonstrating the clear consumer preference for a superior theatrical experience. By offering a noticeably elevated experience, exhibitors can command premium ticket pricing, increase occupancy, and position their theaters as must-visit destinations. There is the movies, and then there is Dolby Cinema.

Building on this success, the combined Dolby Vision + Atmos offering now extends these benefits beyond Dolby Cinema locations. Available as a

### DOLBY LABORATORIES (CONTINUED)

standalone solution, it enables exhibitors to enhance their own premium auditoriums with the same breakthrough picture and sound technologies that have made Dolby synonymous with cinematic excellence. This creates a clear pathway to drive incremental attendance, elevate perceived value, and maximize returns on existing screen investments.

Dolby Vision, the industry-leading HDR solution, transforms the visual experience in ways audiences immediately notice. With brighter highlights, deeper blacks, and the widest color palette available, images become more lifelike, dynamic, and emotionally engaging. Powered by Dolby's proprietary projection system, co-developed with Christie, it delivers extraordinary contrast and consistent brightness across the entire screen. Every screening becomes a visual event that influences consumer choice and drives ticket sales.

Dolby Atmos completes the experience by transforming how audiences hear and feel stories. By placing viewers at the center of the action with fully immersive, spatial audio, it creates a powerful sense of presence that standard formats cannot match. This heightened engagement fuels stronger satisfaction, word-of-mouth, and repeat visits. With more than 8,590 Dolby Atmos screens installed globally, and continued growth underway, audiences are increasingly seeking out theaters that deliver the world's most immersive sound experience.

Backed by nearly 60 years of innovation, the Dolby brand remains one of the most recognized and trusted names in entertainment worldwide. For exhibitors, that recognition translates into stronger consumer pull, greater marketing leverage, and a powerful point of differentiation in an increasingly competitive landscape.

For exhibitors looking to grow attendance, increase per-screen revenue, and deliver experiences audiences cannot find anywhere else, Dolby Vision and Dolby Atmos offer a proven path forward.

Discover how to elevate your premium offerings and unlock new potential by visiting Dolby at CCIB Meeting Room 129 during CineEurope.

## A More Connected Cinema: Unlocking Growth Through Insight

### Ian Brown

Senior Vice President

**FANDANGO FOR BUSINESS**



At a time when audiences increasingly expect seamless and personalised experiences, disconnected systems are becoming harder for cinemas to sustain.

Across the industry, exhibitors are navigating evolving audience expectations, increasing competition for attention, tighter operating margins and the ongoing need to drive both efficiency and growth. At the same time, cinemas have access to more data than ever before. Yet turning that data into clear, actionable insight remains a significant challenge.

Much of this comes down to fragmentation.

Ticketing, concessions, loyalty, marketing, reporting and operational systems are often managed across multiple platforms. While each system may work well independently, they rarely connect in a meaningful way. As a result, operators can struggle to build a complete picture of performance across the wider business.

A cinema may know what sold last weekend but not fully understand what drove that demand. Marketing teams may see campaign engagement but lack visibility into spend per visit or repeat attendance. Operational teams often spend valuable time consolidating reports across disconnected systems instead of acting on insight in real time.

### A More Connected Approach

For audiences, the cinema journey feels seamless. Behind the scenes, however, the systems supporting it often are not.

The industry does not need more disconnected platforms; it needs a more connected approach.

From film discovery and audience trust to ticket purchase, loyalty engagement and the in-cinema experience, every stage of the customer journey generates valuable signals. The opportunity is to connect them in ways that create more meaningful audience engagement and operational alignment.

This thinking underpins **Fandango for Business** – bringing together audience discovery, digital engagement, ticketing, loyalty and cinema operations into one connected ecosystem.

At its core, the ecosystem combines three complementary capabilities:

### FANDANGO FOR BUSINESS (CONTINUED)

- **Rotten Tomatoes:** Helping audiences discover films through one of the world's most recognised entertainment recommendation and review platforms
- **Fandango:** Supporting ticketing, audience conversion and digital engagement
- **INDY powered by Fandango:** Bringing cinema operations, loyalty and customer engagement into one connected environment

The opportunity now is to bring these worlds closer together, connecting audience intent with operational insight in a way that creates greater visibility and more meaningful audience engagement.

### From Connected Systems to Connected Engagement

For many exhibitors, the challenge is no longer simply accessing information – it is connecting systems and audience touchpoints in ways that create more meaningful engagement.

To move from reactive to proactive engagement, cinemas need a better understanding of audience behaviour, booking patterns and how customers want to engage across the cinema journey.

When audience discovery, booking behaviour, loyalty engagement and cinema operations are connected, operators gain a clearer understanding of how audiences move through the cinema journey.

This can help cinemas:

- Better connect audience discovery with ticket conversion
- Align programming and scheduling more closely with audience demand
- Optimise pricing, promotions and loyalty initiatives using connected audience insight
- Better understand the drivers of frequency, spend and repeat visitation
- Deliver more relevant and personalised customer engagement

For example, understanding how audience discovery translates into booking behaviour – and ultimately into repeat visitation and spend – gives operators a far clearer view of where value is being created across the customer journey.

We are already seeing operators increasingly prioritise connected platforms that reduce manual reporting, improve audience visibility and create more connected engagement opportunities across both site and circuit level operations.

### Driving Commercial Outcomes

A customer-centric connected approach can have meaningful commercial impact.

By linking audience discovery, transaction, loyalty and operational insight, cinemas are better positioned to:

- Increase ticket conversion through improved audience alignment
- Strengthen loyalty and repeat visitation through connected engagement

*(Continued)*

## FANDANGO FOR BUSINESS (CONTINUED)

- Deliver more personalised audience communication across the customer journey
- Improve marketing effectiveness through better visibility across discovery and transaction behaviour
- Reduce complexity across day-to-day cinema operations

Better visibility enables stronger audience engagement, more efficient operations and deeper long-term customer relationships.

These gains are not marginal. They compound.

### Scaling Across Markets

The development of platforms such as INDY has already demonstrated the value of integrating core cinema operations into a more connected environment.

As adoption has expanded across markets including the UK, United States, Australia and New Zealand, it has become increasingly clear that many of the industry's operational challenges are shared globally.

Operators are looking for:

- Greater visibility across their business
- Reduced operational complexity
- More scalable and flexible technology environments
- Better ways to connect discovery, engagement, loyalty and cinema operations

Audience expectations also continue to evolve, with consumers increasingly expecting seamless digital experiences and more personalised engagement throughout their entertainment journey.

The evolution of Fandango for Business reflects a broader industry shift – from improving individual systems to connecting the wider cinema ecosystem.

### Looking Ahead

The future of cinema will not be defined by technology alone, but by how effectively technology enables operators to build stronger audience relationships and create more connected experiences.

The cinemas best positioned for the future will not simply be those with the most systems or the most data, but those able to connect audience discovery, engagement, loyalty and operations into one continuous ecosystem.

This transition is already underway.

Operators who can unify systems, connect audience insight and engage customers more effectively will be better positioned to adapt faster and unlock greater long-term value from every customer interaction.

The question is no longer whether this transition will happen, but how quickly operators can make it happen.

At Fandango for Business, we believe that greater connection – across systems, data, operations and the audience journey – will define the next phase of cinema growth.



## GDC Technology: Shaping the Next Phase of Cinema Exhibition

### Bernard Collard

SVP Sales & Business Development EMEA  
GDC TECHNOLOGY



**Barcelona**—As the exhibition, distribution and vendor community gathers again at CineEurope, the conversation about the future of cinema has shifted from recovery to reinvention. While box office performance remains an important benchmark, the broader strategic question is becoming more pressing: how can cinemas clearly differentiate themselves in an increasingly competitive entertainment landscape?

At GDC Technology, we believe the answer lies in providing a comprehensive experience by integrating high-quality visuals, immersive audio, and enhanced operational efficiency.

### The Rise of Premium Cinema Experiences

Audiences today expect more than simply watching a film; they expect an immersive experience that justifies leaving home. Premium large format technologies, including high dynamic range (HDR), high frame rate (HFR) and 4K resolution, are rapidly becoming standard expectations. These technologies enable filmmakers to present content with greater clarity, depth and realism, making audiences feel more emotionally connected.

Direct-view LED cinema represents one of the most significant developments in exhibition technology. However, as adoption accelerates globally, an important point of distinction is emerging: **not all LED cinema screens are the same.**

With the launch of **Tricorne Premium LED** in Australia, China, Germany, India, Korea, Spain, Sri Lanka, and US, GDC is introducing a solution designed specifically for cinema, not just adapted from other display sectors.

### Defining the Difference in Cinema LED

Tricorne Premium LED has been engineered around the core requirements of cinematic presentation, featuring three defining capabilities.

#### Acoustic transparency with ultra-fine pixel pitch

Tricorne Premium LED offers the **smallest acoustically transparent pixel pitch currently available — 2.5mm and 3.3mm.** This enables high image precision, even

### GDC TECHNOLOGY (CONTINUED)

at closer viewing distances, while allowing stage speakers to be positioned behind the screen. The result is accurate sound localization and a natural alignment between dialogue and visual action.

#### Scalable and flexible design

From **7 meters to over 30 meters**, Tricorne Premium LED is designed to scale across a wide range of auditorium sizes, creating wall-to-wall and floor-to-ceiling massive, seamless displays. The option for **curved configurations** provides additional creative flexibility, enabling exhibitors to create distinctive environments that enhance immersion and differentiate their offering.

#### Certified true HDR cinema performance

Tricorne Premium LED is **DCI-certified** and supports **true HDR, HFR and stereoscopic 3D**, having passed **CTP 1.5.0 Direct View HDR compliance.** This provides confidence that content is presented as intended and meets recognized industry standards for high security, quality and consistency.

These three capabilities work together to support a premium cinema experience. While LED technology offers significant advantages, factors such as acoustic transparency, certified HDR performance and scalable screen design play an important role in delivering both visual and audio quality.

#### Maintaining the Integrity of Cinema Audio

In traditional auditoriums, speakers are positioned behind perforated projection screens, ensuring alignment between sound and image.

Acoustically transparent LED solutions such as Tricorne Premium LED retain this principle. By allowing audio to originate from behind the screen, they preserve the spatial accuracy and immersion audiences expect. When combined with modern immersive audio formats, such as DTS:X for IAB, these solutions create a cohesive and natural cinematic experience.

#### Flexibility and New Exhibition Models

The exhibition sector continues to evolve in response to changing audience behavior. While large-format auditoriums remain important, there is increasing demand for more flexible and personalized viewing environments.

Boutique cinemas, private screening rooms and smaller premium auditoriums are gaining traction, particularly among audiences seeking a more tailored experience. These formats allow exhibitors to diversify their programming and create new revenue opportunities.

Scalable technologies, including LED displays, play an important role in enabling these models. They allow operators to adapt screen size, configuration and presentation quality to suit different spaces, without compromising standards.

*(Continued)*

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## GDC TECHNOLOGY (CONTINUED)

### Operational Efficiency as a Competitive Advantage

Alongside presentation quality, operational efficiency has become increasingly important. Rising costs and competitive pressures require exhibitors to streamline workflows and reduce complexity.

Tricorne Premium LED is compatible with GDC Theatre Management System, which enable centralized control of content, scheduling, and playback. When integrated with GDC Cinema Automation, Tricorne Premium LED reduces manual intervention and ensures consistency, while also supporting remote management.

These capabilities improve reliability and allow cinema operators to focus on delivering a strong customer experience.

### Discover More at GDC's CineEurope Showcase

CineEurope offers an opportunity to explore these developments in greater detail. GDC invites attendees to visit its showcase to learn more about its integrated cinema technologies including the **64-channel DTS:X cinema processor AIB-4000** with SMPTE IAB standard support for PLF auditoriums. This audio processor is designed to work with all major DCI servers.

In addition to **Tricorne Premium LED**, visitors can discover the **CineUnion portfolio**, including:

- **A live demo of the OMIS White 2.2 Screen** — engineered to reduce RGB speckling by over 90% while delivering nearly three times the viewing angle of conventional silver screens.
- **LLU (Laser Light Upgrade) solutions** — a pure RGB laser light source upgrade for Series 2 xenon lamp projectors, to produce vibrant, long-lasting color images, while reducing electricity and lamp replacement costs.

Together, these solutions demonstrate GDC's focus on delivering practical, future-ready technologies designed to support exhibitor differentiation and long-term performance.

### Looking Ahead

The long-term outlook for cinema remains positive. The shared and immersive nature of the big-screen experience continues to resonate strongly with audiences.

Looking ahead, success will depend on the ability to integrate premium presentation technologies, flexible business models and efficient operations. Solutions such as Tricorne Premium LED illustrate how innovation can enhance both the audience experience and the exhibitor proposition.

At GDC Technology, we remain committed to supporting this ongoing evolution and helping cinemas stand out in an increasingly dynamic marketplace.



# Shaping the future of cinema technology.



Find out more at [sharpdisplays.eu](http://sharpdisplays.eu)

# SHARP

## “Everything Is Working”: A Case for Optimism at CineEurope 2026

### Lee Shelton

Strategy Director, Exhibition

GRUVI



Recently, an exhibitor said something to me that I honestly haven't heard for years:

“Everything is working.”

Not one film. Not one campaign. Not one audience. Everything.

That doesn't mean every campaign is perfect or that every film is guaranteed success. But it does offer the strongest signal yet that we can be optimistic about the future again. Cinemagoing begets cinemagoing, as we've always known.

What we're competing for in 2026 is attention. Audiences are proving that they are perfectly willing to engage with multiple forms of content when those experiences offer something distinctive and valuable.

Perhaps nowhere is this more evident than with Gen Z. For years, the industry has asked how to attract younger audiences back into cinemas. Increasingly, however, Gen Z isn't just attending cinemas. They're helping redefine what cinema means.

If anyone still doubts the influence of younger audiences and creators, they only need to look at the recent success of *Backrooms* and *Obsession*. Both films were created by Gen Z filmmakers, built passionate audiences through digital-first communities, and have smashed expectations at the box office. *Backrooms*, directed by 20-year-old YouTube creator Kane Parsons, became a cultural phenomenon by translating an internet-born horror concept into a theatrical event, while *Obsession* has grown from week one to week three through audience advocacy and social conversation.

Together, they demonstrate something important: younger audiences are not disengaged from cinema. They're simply engaging with films differently. They discover content through communities, creators and shared online experiences, and when a film genuinely resonates, they are more than willing to show up and turn it into a theatrical success. For exhibitors and distributors, this creates both a challenge and an opportunity. The challenge is that audiences are becoming

*(Continued)*

### GRUVI (CONTINUED)

harder to reach through a single channel. The opportunity is that there are now more meaningful touchpoints than ever before.

This is where strategic audience development becomes critical. Understanding audience behaviours, interests and motivations allows us to connect people with films they are genuinely likely to enjoy. That approach requires patience.

Building audience habits is rarely about a single campaign. It is about consistent engagement over time. It is about nurturing relationships, maintaining visibility and reminding people why cinema remains one of the most rewarding ways to spend their time. Not to kill time or waste time, but to spend it meaningfully.

Organic content, creator partnerships, community engagement and social storytelling all have an important role to play in this ecosystem. But paid media remains equally important.

Used strategically, paid media amplifies great content, reinforces awareness, reaches new audiences and ensures brands stay front of mind. It creates the consistency required to build lasting habits rather than relying solely on moments of peak interest.

Audiences are engaging. New filmmakers are emerging. Cinema experiences continue to improve. Discovery channels are expanding. And consumers are demonstrating a willingness to spend time and money on experiences they genuinely value.

The task now is not to become complacent. If anything, the positivity we're seeing should encourage us to work even harder to understand our audiences. To listen more closely. To personalise more intelligently. To embrace new forms of storytelling and audience engagement.

Because cinema's future will be secured by understanding how audiences want to discover, experience and engage with films in 2026 and beyond.

The opportunity is there. Our job is to keep earning their attention.

And if we do that, perhaps we'll hear that phrase more often:

“Everything is working.”

## ICE Theaters: The Immersive Premium Format

### Sébastien Bruel

Director

ICE THEATERS



In an ever-evolving cinema landscape, where the audience experience has become a key differentiator, ICE Theaters® stands out as a true technological and sensory breakthrough. Combining 360° immersion with outstanding image and sound quality, this premium format is redefining the way we experience cinema.

#### A 360° Immersive Experience

ICE Theaters® is a premium immersive format that transforms the cinematic experience. Audiences don't just watch a film, they live it. Each ICE Theaters® premium auditorium is designed to place moviegoers at the heart of the action, thanks to a combination of cutting-edge technologies. Immersive LED panels on the side walls, extending the field of view beyond the main screen; Dolby Atmos® sound, delivering a fully enveloping audio experience; 4K RGB laser projection for exceptional clarity, or LED screens offering infinite contrast and deep blacks; Premium reclining seats, enhancing overall comfort and experience. Every screening becomes a memorable journey, blending innovation with emotion and elevating the theatrical experience.

#### Over 300 films in ICE Immersive® format

The year 2026 marks a significant milestone for ICE Theaters®, with more than 300 films released in the ICE Immersive® format. With 20 titles already delivered to exhibitors in the first half of the year, the momentum continues into the second half with a strong and diverse line-up, including *Minions & Monsters*, *Supergirl*, *Moana*, *Spider-Man: Brand New Day*, *The End of Oak Street*, *The Dog Stars*, *Heart of the Beast*, *The Great Beyond*, *Hunger Games*, *Hexed*, *Avengers: Doomsday*, *Dune: Part Three*, and many more.

This breadth of contents reflects the strong confidence of Hollywood studios and distribution partners, who actively support the ICE Immersive® format worldwide. The diversity of titles highlights the format's versatility, enhancing all genres from action and animation to family films, drama, and global blockbusters.

Behind every film available in the ICE format is a dedicated team of post-production experts. With nearly ten years of experience, they have developed a precise and disciplined approach that enhances immersion while fully respecting the filmmakers' artistic intent, and ensuring that the side visuals never distract from the main screen.

### ICE THEATERS (CONTINUED)

#### A business model designed for exhibitors

Beyond its technology, ICE Theaters® offers a financial model entirely designed with exhibitors in mind: full ownership of equipment and installations, no box office share and no royalties claimed by ICE Theaters®, full control over pricing, programming, and seat booking strategies; and seamless integration of ICE Immersive® into each network's premium offer.

This model allows exhibitors to fully capture the value of the premium offering, maximize profitability, and retain full programming flexibility. ICE Theaters® operates strictly as a technology and service provider, without interfering in the commercial operations of its partners.

#### A growing global presence

In December 2025, ICE Theaters® secured two new partnerships in Europe, further confirming its international growth momentum.

In France, a partnership with exhibitor Mégarex in Haguenau led to the opening of the very first ICE auditorium equipped with a Samsung Onyx LED screen. This state-of-the-art installation delivers infinite contrast and deep blacks, offering a truly next-generation visual experience for audiences.

ICE Theaters® has also expanded into Germany through a partnership with leading exhibitor Cineplex. Four premium ICE auditoriums have opened since December in Fürth, Germering, Königsbrunn, and Aichach. From launch, these locations have quickly demonstrated strong audience engagement, with additional openings expected in the second half of the year.

We are building strong and lasting partnerships that elevate the cinema experience and ensure ICE Theaters® remains a trusted, innovative premium format for years to come.

Our commitment remains unchanged, to provide a superior immersive environment where stories can truly come to life. We are excited about what lies ahead and proud to help shape the future of the cinematic experience.

More information: [www.icetheaters.com](http://www.icetheaters.com)

Contact us: [contact@icetheaters.com](mailto:contact@icetheaters.com)

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## Lionsgate Welcomes You to CineEurope

### Helen Lee-Kim

President, International, Motion Picture Group  
LIONSGATE

We are thrilled to reunite with you in Barcelona to celebrate the 35th anniversary of CineEurope, and are excited to continue building on Lionsgate's recent momentum. Alongside our international distribution partners, we are driving strong returns to the box office and reinforcing that theatrical moviegoing is the lifeblood of our industry.

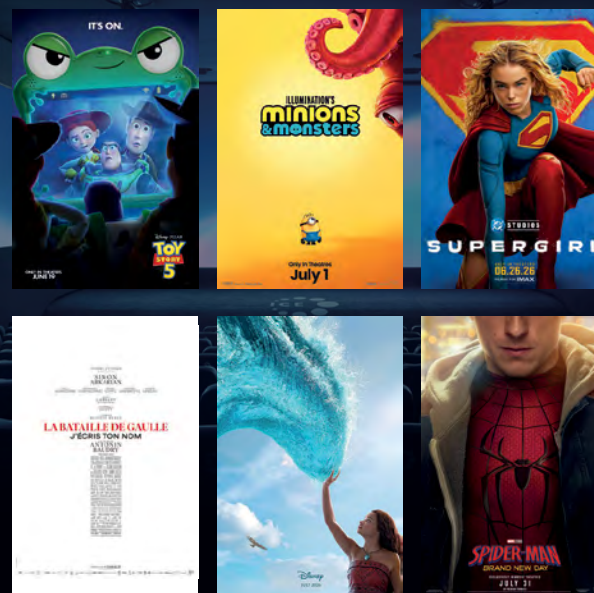
When we last met, we presented you with exclusive first looks at **THE HOUSEMAID** and **NOW YOU SEE ME: NOW YOU DON'T**.

Since then, **THE HOUSEMAID** based on Freida McFadden's best seller, starring Sydney Sweeney and Amanda Seyfried, directed by Paul Feig, and produced by Todd Lieberman delivered the breakout hit of the season, grossing nearly \$400 million worldwide with \$272 million from international and launching the studio's newest franchise. The team is back for the next installment **THE HOUSEMAID'S SECRET** which opens on December 17, 2027. Oscar® nominee Kirsten Dunst will join Sweeney in the sequel to the global smash hit that will be even sexier and more fun than the first.

The Four Horsemen returned for their latest magic heist in **NOW YOU SEE ME: NOW YOU DON'T** starring Jesse Eisenberg, Woody Harrelson, Dave Franco, Isla Fisher and Morgan Freeman, directed by Ruben Fleischer and produced by Bobby Cohen. The film has grossed \$245 million worldwide with \$183 million from international.

And last month in partnership with Universal Pictures International, we launched one of the most successful movies in our studio's history. **MICHAEL** debuted to the biggest opening weekend worldwide for a music biopic, and the records continue to fall. As I write this in mid-May, the film's worldwide gross continues to climb with Japan still to release via our incredible partnership with Kino Films. This global blockbuster, from Academy Award®-winning producer Graham King, director Antoine Fuqua, and Oscar® nominated screenwriter John Logan—has delivered the cinematic spectacle and contagious energy that audiences want from a shared big-screen viewing experience.

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## LIONSGATE (CONTINUED)

These box office successes speak to the power of the global theatrical marketplace and we can't wait to bring you more.

On November 20, we return to Panem for the next installment of the multibillion-dollar box office **HUNGER GAMES** franchise, **THE HUNGER GAMES: SUNRISE ON THE REAPING**. Based on Suzanne Collins's bestselling novel, the film takes place 24 years before the events of *The Hunger Games*, starting on the morning of the reaping of the 50th Hunger Games, also known as the Second Quarter Quell, the Haymitch story for which fans have been asking for years. The film features an A-list cast headed by Jesse Plemons, Ralph Fiennes, Glenn Close, Kieran Culkin, Elle Fanning, Maya Hawke, and Kelvin Harrison Jr., alongside electric young actors Joseph Zada, McKenna Grace, and Whitney Peak. The film is directed by Francis Lawrence from a screenplay by Oscar® nominee Billy Ray and produced by Nina Jacobson, Brad Simpson, and Francis Lawrence. The first trailer has already set records for the biggest trailer launch in Hunger Games franchise history.

Our momentum will continue to build into 2027 with director Mel Gibson's two-part historical epic **THE RESURRECTION OF THE CHRIST**. The film is Gibson's follow-up to his blockbuster **THE PASSION OF THE CHRIST**, one of the highest-grossing R-rated films of all time, taking in \$610 million worldwide. The film recently wrapped principal photography after 134 days in Rome and all across Italy. Mel is bringing his trademark energy, emotion, and awe-inspiring storytelling to these two new films, which will release on Ascension Day, May 6, 2027 and May 25, 2028 respectively.

Also in 2027, we have four visionary directors helming a slate of stylish action films.

On March 26, 2027 is the action thriller **DAY DRINKER**, featuring the big screen reunion of magnetic Hollywood heavyweights Johnny Depp and Penélope Cruz, directed by Marc Webb and produced by John Wick producers Basil Iwanyk and Erica Lee.

Producers Iwanyk, Lee and Chad Stahelski are currently in production on **CAINE**, the John Wick spinoff directed by and starring Donnie Yen who reprises his fan-favorite role from **JOHN WICK: CHAPTER 4**.

Stahelski's 87Eleven is also in post-production on the action thriller **KAROSHI** directed by Takashi Doscher and starring Teo Yoo, Isabel May, Cynthia Erivo and Takehiro Hira.

**JOHN RAMBO** takes audiences back, years before the events of First Blood, diving deep into the roots and experiences that forged one of the big screen's most enduring and complex characters. Starring Noah Centineo, directed by Jalmari Helander and executive produced by Sylvester Stallone, **JOHN RAMBO** is written by Rory Haines and Sohrab Noshirvani and produced by

(Continued)

## LIONSGATE (CONTINUED)

Kevin King Templeton, Les Weldon, Jonathan Younger, and Angela Russo-Otstot and Michael Disco. The executive producers include Anthony & Joe Russo, Trevor Short, Dallas Sonnier and Amanda Presmyk, alongside Stallone.

We have two highly anticipated genre films coming in 2027.

**A HEAD FULL OF GHOSTS** based on the award-winning novel by Paul Tremblay, starring David Harbour, Rebecca Hall, and Esmé Creed-Miles. It's written and directed by Veronika Franz and Severin Fiala, the award-winning filmmaking duo behind the German-language hit *Goodnight Mommy*, Austria's 2014 Oscar entry for Best Foreign Language Film, and produced by Daniel Dubiecki and Lara Alameddine of The Allegiance Theater, Susan Downey and Robert Downey Jr. of Team Downey, alongside David Gambino, and Fifth Season.

The **BLAIR WITCH PROJECT** is one of Lionsgate's most beloved IP and the original remains one of the scariest horror films of all time. We're excited that James Wan, Jason Blum and Roy Lee, three of the most accomplished producers of our generation, have teamed up with director Dylan Clark to bring a fresh take to a whole new generation of horror fans.

As always, Lionsgate remains committed to bringing a consistent and diversified slate of bold, fresh, and original films, expanding our existing IP and developing new franchises that keep audiences returning to your theaters. We look forward to continuing our strong partnership throughout 2026 and in the years to come.

## 4D E-Motion Celebrating 10 Years of Excellence

### Rolando B. Rodriguez

Partner & Board Member

**LUMMA 4D E-MOTION**



Lumma is proudly celebrating a remarkable milestone: the **10th anniversary** of launching their 4D E-Motion experience into its most beloved industry—the movie-theater industry! What began as a bold vision born in Argentina has since scaled globally, capturing key markets across Latin America, Europe, the Middle East, Africa, Southeast Asia, and the United States. Today, this award-winning technology has captured the hearts of audiences who actively choose to experience films in this immersive format.

From the very beginning, Lumma's 4D E-Motion founders established a brand-new standard in the quality of immersion. They did this by uniquely integrating their skills as both **filmmakers and engineers** to shape the most precise and impactful experience for moviegoers.

In an incredibly competitive entertainment landscape, 4D E-Motion established itself as a consistent leader in box office revenue and provider of that immersive experience that keeps audiences coming back to the big screen.

To celebrate this anniversary, the company introduced a game-changing upgrade: An **interconnectable modules** new version designed to simplify installation and reduce the cost of overhauling auditoriums.

These modules can be linked via daisy-chain connectivity, allowing for faster deployment and more flexible auditorium configurations.

Lumma is also capturing new market segments with a brand-new concept: Magnify 8, a high-performance vibration system that sets a new industry benchmark by offering exhibitors a highly attractive, cost-effective alternative

Magnify 8 is a truly distinctive format that features **multiple vibration points within the seat**, seamlessly combined to feel the power of the movies moving through your body. From gentle vibrations to intense tremors, a diverse array of dynamic and directional effects are meticulously **pre-programmed** and perfectly synchronized with the on-screen action.

Magnify 8 is a must-live experience that has already been widely embraced by both exhibitors and audiences. It intensifies the movie action, deepens the drama, heightens the suspense, and makes the horror even more terrifying.

### LUMMA 4D E-MOTION (CONTINUED)

Magnify 8 is highly versatile, as it fits any type of seat: regular, recliner, new or existing. An **intensity control panel** allows you to adjust the intensity across three levels to match your preference. Magnify 8 operates via **wireless communication** and includes central control equipment provided by Lumma. It also integrates seamlessly with POS and benefits from the proven durability and reliability of 4D E-Motion technology.

A key advantage of this unique solution is its three flexible modes of implementation:

**1. Factory Integration (New Seats):** Lumma partnered with several seat manufacturers, offering a Magnify-Ready option with the pre-installed system or added later once installed in the auditorium.

**2. Retrofit (Existing Seats):** incorporate the technology directly into existing seats through a simple implementation.

**3. Cover (Existing Seats):** custom-designed seat cover that houses the entire system. This cover is easy to install and also enhances the look and feel of the existing seat. All three options allow for a **fast and efficient rollout**, tailored to the specific needs of each cinema.

Implemented in several theaters in Latin America, US and Southeast Asia, and with numerous ongoing projects across Europe and Middle East, this format is set to expand rapidly, establishing a new gold standard for exhibitors.

With 19 years of experience, Lumma is a leading entertainment company at the forefront of delivering cutting-edge immersive experiences. We have partnered with leading theater exhibitors operating in over 18 countries, including Cinepolis, Cinemark, Megarama, Yelmo, OCINE, Caribbean Cinemas, Regal, Harkins Theatres and B&B Theatres.

Lumma's main offices are located in Los Angeles where we work together with Hollywood studios to synchronize the movies for both 4D E-Motion and Magnify 8 releases. Our manufacturing facilities are located in Argentina and Uruguay.

We offer a **broad catalog** of Hollywood and local production titles of over 480 movies synchronized with artistic criteria and **approved by major studios**.

Our ground-breaking experiences have consistently led to higher attendance numbers with many fans waiting for the most anticipated films to be released in our formats, bringing audiences unforgettable immersive experiences and exhibitors proven premium content.

**4DEMotion.com**

**For additional information please contact: Antonela Salvador Co-founder & Director. LUMMA LLC [antonela.salvador@lumma.com.ar](mailto:antonela.salvador@lumma.com.ar)**

**(+54 9 )11 2166-5860**

## Welcome to CineEurope 2026

**Eddy Duquenne**  
CEO KINEPOLIS GROUP AND CHAIR OF THE  
GLOBAL CINEMA FEDERATION



Cinema has always been an industry defined by reinvention. Throughout its history, it has adapted to technological disruption, changing consumer habits, and evolving cultural trends. Today is no different. While our industry continues to face challenges, I am convinced that the future of cinema is full of opportunity for those willing to innovate, invest, and remain relentlessly focused on the customer experience.

At Kinopolis, we have always believed that the cinema experience must offer something extraordinary. That conviction continues to guide our strategy today. We are continuously investing in creating what we call the ultimate movie experience: expanding our portfolio of Premium Large Format auditoriums, including new IMAX, ScreenX, and Laser ULTRA screens; broadening our event programming and niche audience offerings; and enhancing our seating, entertainment, and catering concepts to create memorable visits that extend beyond the film itself.

One project that particularly excites us is the introduction of a 70 mm IMAX experience at Kinopolis Brussels, timed to coincide with the release of Christopher Nolan's *The Odyssey*. Kinopolis Brussels will become the only 70 mm IMAX location in the Benelux, further strengthening its reputation as a destination for passionate film enthusiasts.

The IMAX theatre in Brussels occupies a special place in cinema history, dating back to the earliest days of the format. Welcoming audiences to experience *The Odyssey* in 70 mm IMAX at this iconic venue feels like creating movie history all over again, together with our longstanding partners at IMAX.

As we continue to push the boundaries of the experience we provide to our customers, we are equally ambitious in how we evolve as an organization.

Over the past year, Kinopolis has achieved several important milestones. We successfully refinanced the Group, strengthening our financial foundation for future growth. We welcomed new talent into key strategic roles, including a Chief of New Strategic Businesses and a Chief Real Estate Entrepreneur, bringing fresh perspectives and expertise to support our long-term ambitions.

In the United States, we expanded our footprint through the acquisition of Emagine Entertainment and are preparing for the addition of Showcase Cinemas. These are not isolated achievements; they are important building blocks in the execution of our strategy. Many of the benefits associated with these initiatives will unfold throughout 2026 and

### KINOPOLIS GROUP (CONTINUED)

beyond, giving us every reason to look ahead with confidence and enthusiasm.

The first half of 2026 has been particularly encouraging. Strong franchise titles have been complemented by ambitious original productions and a healthy slate of mid-tier films. It's a release calendar that feels worthy of pre-pandemic years. And worthy of the continued investments exhibitors are making to elevate the cinema experience.

Cinema offers something increasingly rare in today's world. In an age of constant notifications, endless scrolling, and fragmented attention, the simple act of sitting together in a dark auditorium - fully immersed and undisturbed - has become a powerful luxury. This is especially true for younger generations who have grown up in highly connected and increasingly virtual environments.

Cinema is escape. Cinema is connection.

That belief lies at the heart of our strategy and our optimism for the future.

It is also why we are so excited about the expansion of our presence in the United States through the addition of 13 premium cinemas across New York, Massachusetts, Rhode Island, and Ohio through Showcase Cinemas. This transaction will allow Kinopolis to extend its footprint from Michigan to the East Coast, supported by a strong asset base and talented teams. Together, they provide an excellent platform to implement the Kinopolis operational model and corporate strategy, ultimately enhancing the moviegoing experience for audiences in these markets. We look forward to continuing to build our story in the United States.

By combining external expansion with organic growth - driven by premiumisation, innovation, enriched content programming, and new business and real estate opportunities - we believe Kinopolis has a bright future ahead.

Equally important is our commitment to protecting that future. Sustainability is increasingly embedded in the way we operate, invest, and make decisions. As highlighted throughout our annual Sustainability Report, we are committed to reducing our environmental impact while creating long-term value for all stakeholders.

None of this would be possible without the extraordinary people who bring our strategy to life every day. The talent, dedication, and creativity of our teams remain the foundation of our success. I would also like to thank our investors, partners, and industry colleagues for the trust and collaboration that continue to support our journey.

Finally, it is a great honor to have recently been appointed Chairman of the Global Cinema Federation. In this role, I hope to contribute to the unity of our industry, to foster collaboration across markets and organizations, and to help create value for all stakeholders in the cinema ecosystem. Together, we have the opportunity - and the responsibility - to continue demonstrating the importance of what remains one of the most remarkable industries in the world.

Because at its best, cinema does far more than entertain. It brings people together, creates lasting memories, and reminds us of the unique power of shared experiences. That is a future worth investing in.

## The Second Act: How MPLC Returns Value to Studios Once the Credits Have Rolled



Beyond the auditorium, films lead a long commercial life. MPLC exists to ensure that life pays back into the studios and creators that cinemas champion.

The European cinema industry has rebuilt the case for the big screen by investing in premium formats, laser projection, recliner seating, and immersive sound. By making the theatrical experience impossible to replicate at home, exhibitors are seeing results. Box office figures across EMEA continue to recover steadily, and the CineEurope reflects renewed confidence in the industry's future.

What is sometimes less visible at industry gatherings is the long commercial tail that follows a film once its theatrical run has ended. A title that filled cinemas in spring may, six months later, be playing on a hotel television in London, in the lounge of a fitness chain in Berlin, or in the waiting area of a healthcare network in Milan. This is the non-theatrical lifecycle, and is a substantial source of revenue for the studios and producers whose work exhibitors champion on the big screen.

MPLC exists to ensure that this revenue flows back to those rights holders.

### Introduction to MPLC

Where ASCAP, BMI, SESAC and others in the USA, PRS for Music in the UK, and their European equivalents collect on behalf of music creators, MPLC performs the equivalent function for film and television. The company licenses public performance rights across hotels, retail spaces, corporate offices, transport, healthcare, fitness, hospitality, and dozens of other commercial settings where audiences encounter content outside the home.

*"MPLC is all about protecting creativity and simplifying compliance. Our mission is to protect the intellectual property rights of studios and ensure they are paid when their content is used. We work tirelessly, navigating the complexities of public performance licensing on behalf of our studio partners."*  
—Rory Shedden, Chief Executive Officer, MPLC

### MPLC (CONTINUED)

Headquartered in the United Kingdom and with a dedicated office in Los Angeles, MPLC now operates in 27 countries. The company has grown by 40 per cent over the past two years and supports more than 100,000 licence holders worldwide. A renewal rate of 95 per cent suggests the value of the proposition is recognised in practice. Studio partnerships include The Walt Disney Company, NBCUniversal, Paramount Pictures, Sony Pictures, Warner Bros. Discovery, CNN International, and CBS News, alongside thousands of independent producers.

*"For over 30 years The Walt Disney Company has trusted MPLC to represent its blanket licensing rights around the world. As the way we access film and television content continues to evolve, MPLC has remained a constant in its support of intellectual property and content creators."*  
—Andrew Cripps, Head of Global Distribution, The Walt Disney Company.

MPLC's work is more consequential than its quiet operation suggests. Research conducted in the United Kingdom indicates that fewer than half of businesses publicly showing film and television content hold the licence required to do so. Most operators simply do not realise that their cable, satellite, and streaming subscriptions cover the delivery of content into their premises but not the right to display it commercially. MPLC's role is to close that gap and to direct the resulting royalties back to the rights holders concerned.

### The importance of alignment as distribution diversifies

MPLC understands that studios rely on more than box office revenue alone. When public performance royalties in hotels, gyms, healthcare and workplaces are properly licensed, that income helps fund the films exhibitors will show in the future. While theatrical exhibition and non-theatrical licensing operate differently, their long-term interests are aligned.

This alignment matters more, not less, as distribution continues to diversify. The streaming era has fragmented the paths by which content reaches audiences. A film now has its commercial life spread across an extensive web of platforms and venues. Public performance in commercial spaces sits at the edges of that web, and without a dedicated body collecting on behalf of rights holders, the revenue would be effectively uncollectable. MPLC's purpose is to make sure it is collected, distributed fairly, and treated as the meaningful contribution to creative funding that it is.

*"Our comprehensive licensing solutions champion the rights of creators and studios while enriching the viewing experiences of countless individuals beyond the cinema. Our business supports and*

*(Continued)*

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SAVE THE DATE

## MPLC (CONTINUED)

*funds the creation of exceptional content by ensuring creators receive fair compensation for their work.”*

—Roger Pollock, Global Head of Studio Relations, MPLC

Europe is central to that work. Cinema markets across the region each carry their own legal frameworks, cultural conventions, and commercial dynamics. MPLC's local teams operate accordingly, applying global scale through local expertise.

## Consistent, accurate, and fair financial support for studio partners

For studio partners, the practical effect is straightforward. The more comprehensively a studio's rights are represented in non-theatrical settings, the more revenue returns to the producers whose work is being shown. Granting representation not only for hotel lobbies but also for guest rooms, for example, can materially increase the public performance royalties a studio receives. The goods MPLC delivers are compliance, accuracy, and fairness, applied consistently across markets.

For exhibitors, distributors, and the broader creative community gathered at CineEurope, the message is one of shared interest. The films that draw audiences into PLF auditoria this year will, in time, find their way to screens in hotels, fitness centres, hospitals, offices, and many other settings across the EMEA region.

When that journey is properly licensed, the value of the work is preserved, the rights of creators are protected, and the funding base for future productions is strengthened. The credits roll, but the second act has its own contribution to make.

# Cineasia

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## Procella Audio Is Making Waves in Cinema

**Osir Buyens**  
Marketing Manager  
**PROCELLA AUDIO**



Procella Audio arrives at CineEurope 2026 with a clear message: the brand built on two decades of high-performance immersive sound is entering its boldest chapter yet.

This year marks Procella Audio's 20th anniversary, but the company isn't looking back. With a new European headquarters in Belgium placing it at the heart of the global cinema market, a refreshed leadership team, and a pipeline of new product introductions, Procella is moving fast and making waves.

Since 2005, Procella Audio has delivered over 300 high-performance immersive cinemas worldwide, earning a name as the go-to for truly immersive environments. A journey that began when cinema design experts built a state-of-the-art 7.1 DTS theatre for BAFTA in London, and went on to reimagine the Procella system into the award-winning portfolio it is today. The momentum accelerated in 2024, when Ignace Rombaut (CEO) and Wim Buyens (Chairman of the Board) joined the company. Bringing experience from projection leaders such as Barco, the team has pushed the brand forward with fresh products, putting operations at the core of the European cinema market.

At the center of the buzz is **IMMERSIO**, a world-first concept that fuses high-performance LED screens with fully immersive audio, locked in perfect sync with on-screen action. It is a glimpse of where cinema is heading, and Procella is building it now.

**IMMERSIO** solves the dilemma of losing audio impact when choosing an LED screen, because speakers cannot be placed behind it. The system ensures there is no loss of alignment between image and audio, using Procella's extensive experience of placing sound exactly where it needs to be for full audience immersion. That experience, built across hundreds of cinema rooms with special sound systems designed for non-perforated screens, is what enabled Procella's experts to develop **IMMERSIO** and bring this revolutionary concept to market.

This new product category combines advanced and proven Procella audio technology with high-performance LED screens of various sizes. Rather than treating above-screen speaker placement as a compromise, Procella engineered it as a complete solution: tuned for sound, installation-ready, and designed to

### PROCELLA AUDIO (CONTINUED)

perform at the same level of excellence as the image in front of it.

Extensive listening tests confirm that the shift of the sound image to the top of the screen is unnoticeable to viewers, maintaining immersive and natural audio placement in line with how cinema tells its stories. Every seat hears the same clarity, the same impact, the same front stage. That consistency is the result of two decades of learning how sound behaves in real cinema rooms, applied to a format the industry is only now beginning to take seriously.

Created and hosted by The Film Expo Group, CineEurope is the official convention of the International Union of Cinemas and one of the most important events in the global cinema exhibition calendar. It is the perfect stage for Procella to show what is next.

Visitors to stand P1 120, First Floor, CCIB Barcelona will have the opportunity to meet the Procella Audio team, including CEO Ignace Rombaut and Chairman of the Board Wim Buyens, and discover how the brand continues to push commercial cinema forward. Also present at the stand will be The(Any)Thing, CinéLive, and Galaxy Studios. CineEurope 2026 runs 22 to 25 June at the CCIB in Barcelona. Come and find out more at P1 120.

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# RealD: Premium 3D for Moviegoers; Profitable 3D for Cinemas and Studios

**Elizabeth Frank**  
 CEO  
 REALD



## RealD: Premium 3D for Moviegoers; Profitable 3D for Cinemas and Studios

In today's entertainment landscape, audiences expect more than a movie — they expect a moment. A memory. An experience that stays with them long after the credits roll. RealD 3D gets audiences off their sofa and their phones and into a shared experience that you cannot get at home, transforming every screening into a breathtaking event, and bringing the magic into the theatrical experience.

Cinema has always been about transporting audiences into new worlds — and RealD 3D is the premium format that makes those worlds brighter, sharper, and more immersive than ever before.

### Our Impact

Globally, 8 of the top 10 movies were in RealD 3D in 2025 with Global 3D box office at \$2.5B, an increase of **over 90%** on 2024. **\$303m** came from the EMEA market, a **64% growth\*** and 3D moviegoing consumers reported a 90% satisfaction rate\*\*.

This was driven by a broad mix of titles including *Avatar: Fire And Ash*, *Jurassic World: Rebirth*, *A Minecraft Movie*, *Lilo & Stitch*, *Zootropolis 2* and *How To Train Your Dragon* to name a few.

With *The Super Mario Galaxy Movie*, *Hoppers*, *Star Wars: The Mandalorian And Grogu* and the *Billie Eilish: Hit Me Hard And Soft – The Tour* (Live in 3D), 2026 has gotten off to a stellar start for the 3D Box Office with much more to come from the below titles.

<i>Toy Story 5</i>	<i>Pan's Labyrinth</i> (3D Re-Release)
<i>Supergirl</i>	<i>Hexed</i>
<i>Minions &amp; Monsters</i>	<i>The Cat In The Hat</i>
<i>Moana</i>	<i>Avengers: Doomsday</i>
<i>Spiderman: Brand New Day</i>	<i>Jumanji: Open World</i>
<i>Forgotten Island</i>	<i>The Angry Birds Movie 3</i>

## REALD (CONTINUED)

### The Global Leader in Premium Cinema Technology

As the global leader in cinema 3D technology, we have spent more than two decades redefining what visual excellence means inside the cinema auditorium. With **over 22,000 screens worldwide across 72 countries** Our technology has become the trusted foundation for premium moviegoing, delivering a level of clarity and depth that elevates every film into a truly unforgettable experience.

Our success is built on a simple belief: **great cinema deserves great presentation**. Audiences today expect more than just a movie — they expect an experience that feels vivid, dynamic, and emotionally engaging. RealD meets that expectation through a suite of advanced cinema technologies engineered to maximize brightness, enhance contrast, and preserve the filmmaker's creative intent with absolute precision.

### Core Technology

Our core offering is our world leading **3D cinema systems**, the most widely used 3D technology **on the planet**. From ZScreens, RealD XL light doubling systems and U3D together with our premium, comfortable 3D eyewear - our solutions offer **the** best 3D cinema experience.

Our **patented polarization light recovery** and optical filtering systems create a level of dimensionality that feels natural and effortless, drawing viewers deeper into the story without distraction. Our technology minimizes ghosting, maintains exceptional colour accuracy, and delivers consistent brightness across the entire auditorium. The result is a comfortable, immersive 3D experience that enhances storytelling rather than competing with it.

Our systems are engineered with meticulous attention to how the human eye perceives depth and motion. Every component from advanced optical coatings to the highest quality glass and custom polarization switches — is designed to preserve detail and maintain visual integrity even in the most demanding scenes. Whether it's the sweeping landscapes of an epic adventure or the intricate textures of an animated feature, RealD 3D ensures that every frame appears with stunning clarity and lifelike dimensionality.

### Light Efficiency & Stereo Contrast

One of our most significant contributions to modern cinema is our focus on **light efficiency**. In an era where brightness is one of the most critical factors in image quality, RealD's technologies are engineered to maximize every lumen. Every RealD cinema system has been optimized to ensure the highest Stereo Contrast and preserve the depth of 3D image. By improving how light is shaped, filtered, and delivered to the screen, RealD 3D ensures that images appear vibrant and impactful, even in large auditoriums or high gain environments.

(Continued)

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## REALD (CONTINUED)

### Simple Integration, Low Maintenance and Best-In -Class Tools

Exhibitors around the world choose RealD because we deliver more than just equipment — we deliver reliability, consistency, and long term value. Our systems are known for their durability and low maintenance requirements, making them a smart investment for cinemas seeking to offer premium experiences without increasing operational complexity. We also provide comprehensive support through our **Better 3D** programme which allows exhibitors to download tools directly from our website [www.reald.com/cinemas](http://www.reald.com/cinemas) to check for depolarisation from your screen and port hole window; check for system cleanliness and the overall quality of your 3D presentation.

### Marketing

RealD provides studio-approved and brand assets to help exhibitors market the 3D experience to their customers in multiple localised European languages across exclusive film artwork, static, AV and talent-driven 3D advocacy pieces, 3D trailers, co-branded exhibitor assets, digital signage and bespoke film-themed 3D glasses. We also support studios and exhibitors through our wide-reaching social channels across Instagram, Facebook, X and Tik Tok to help drive engagement and ticket sales and we operate **world-class exhibitor and studio partnerships**; elevating marketing and exclusive promotions across all platforms to help exhibitors drive footfall into their cinemas and converting customers into a higher ticket price and an experience that's worth paying for.

Today, RealD stands as the definitive leader in **premium 3D cinema technology** — our brand is synonymous with clarity, brightness, and immersive visual storytelling. Our systems are trusted by filmmakers who want their work presented with fidelity, by exhibitors who demand performance and reliability, and by audiences who crave a deeper, more engaging cinematic experience.

**RealD — It's time to put on your glasses, forget the outside world and be immersed in cinematic storytelling like never before**

\* Source – ComScore

\*\* Source – Domestic Fandango research, Aug 2025

FilmExpoGroup<sup>LLC</sup>

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ALL 2026  
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ON THEIR  
WELL-DESERVED  
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## Thank You To Our European Exhibition Partners

### Mark Viane

President International Theatrical Distribution  
**PARAMOUNT PICTURES INTERNATIONAL**



Paramount Pictures would like to extend our deep gratitude to you, our exhibition partners across EMEA for all your hard work, collaboration, and support for Paramount Pictures theatrical releases. We are committed more than ever to the theatrical experience, and with your partnership, we know great things are on the horizon.

We've had a strong start to the year for the studio, highlighted by **SCREAM 7**, in partnership with Spyglass Media Group, the highest-grossing film in the franchise with nearly \$214M in worldwide box office gross. And most recently, with our partners at Miramax, The Wayans brothers are back, alongside legacy cast members Anna Faris and Regina Hall in **SCARY MOVIE**. This is just the latest example of exhibition and Paramount Pictures delivering for audiences across Europe, and we can't wait to keep the momentum going.

On June 26th, get ready to continue rolling in the aisles as Johnny Knoxville and his gang are back for one last time with wilder antics than ever before in **jackass: best and last**.

Closing out the summer, from Paramount Animation, Nickelodeon Movies and Spin Master Entertainment, **PAW PATROL: THE DINO MOVIE** roars into theatres on August 14th. After their ship gets caught in a mysterious storm, the PAW Patrol pups crash land on an uncharted tropical island filled with dinosaurs. They meet Rex, a pup who has been stranded on the island for years and has become an expert in all things dino-related. When the PAW Patrol's archrival, Mayor Humdinger, begins recklessly mining in hopes of exploiting the island for its natural resources, he inadvertently causes a huge, dormant volcano to erupt. The PAW Patrol pups are thrown into a series of high-stakes, dino-sized rescues bigger than anything they've done before, as they must stop Humdinger before everything on the island goes extinct.

On September 25th Brad Pitt takes on the epic survival thriller, **HEART OF THE BEAST** directed by acclaimed filmmaker David Ayer, and written by Cameron Alexander. After a harrowing plane crash, special forces officer, James and his combat dog, Odin find themselves stranded deep in the Alaskan wilderness. They are forced into a brutal fight to survive the elements.

### PARAMOUNT PICTURES INTERNATIONAL (CONTINUED)

Also, this fall, we're teaming up with Legendary Pictures to bring audiences a feature film adaptation of the beloved video game **STREET FIGHTER**, starring Noah Centineo, Andrew Koji, Callina Liang, wrestlers Joe "Roman Reigns" Anoa'i and Cody Rhodes, with Curtis "50 Cent" Jackson and Jason Momoa. Set in 1993, estranged Street Fighters Ryu (Andrew Koji) and Ken Masters (Noah Centineo) are thrown back into combat when the mysterious Chun-Li (Callina Liang) recruits them for the next World Warrior Tournament: a brutal clash of fists, fate, and fury. But behind this battle royale lies a deadly conspiracy that forces them to face off against each other and the demons of their past. And if they don't, it's GAME OVER! **STREET FIGHTER** opens in theatres October 16th including IMAX, 4DX, ScreenX and other premium large formats.

Bringing in the spirit of the holiday season on November 13th Johnny Depp is back in **EBENEZER: A CHRISTMAS CAROL**, a ghost story set in Dickens' London that follows one man's supernatural journey to face his past, present and future and fight for a second chance. Directed by Ti West, with a screenplay by Nathaniel Halpern, the film also stars Rupert Grint, Andrea Riseborough, Sam Claflin, Daisy Ridley, Arthur Conti, Ellie Bamber, Henry Lloyd-Hughes, Charlie Murphy with Trameil Tillman and Ian McKellen.

November also brings the fourth installment of the Meet the Parents franchise, with **FOCKER-IN-LAW** reuniting Robert De Niro, Ben Stiller, Teri Polo, Blythe Danner and Owen Wilson, with the additions of Ariana Grande, Skyler Gisondo, and Beanie Feldstein. The first three films in the series have earned a cumulative worldwide box office of \$1.13 billion.

To round out the holiday season on December 23rd, the third installment of the popular game and hit movie franchise **THE ANGRY BIRDS MOVIE 3** slingshots into theaters.

Coming in 2027 is an exciting slate including an inspiring tale of grit and perseverance, **MR. IRRELEVANT**, starring David Corenswet; **CHILDREN OF BLOOD AND BONE** based on the best-selling novel and directed by Gina Prince-Bythewood with a cast including Thuso Mbedu, Damson Idris, Amandla Stenberg, Chiwetel Ejirofor, and Regina King; **THE RESCUE**, starring Brandon Sklenar; **K-POP – THE DEBUT**, in partnership with **HYBE**; **SONIC THE HEDGEHOG 4**, the fourth installment of the series, which has to-date earned over \$1.2B at the global box office; A new **PARANORMAL ACTIVITY** from James Wan; and, from director John Krasinski, **A QUIET PLACE 3**, the latest installment in the *A Quiet Place* universe, with the first three films in the franchise earning over \$902M worldwide.

On behalf of everyone at Paramount Pictures, thank you for your continued partnership and we'll see you at the movies!

## Shaping the Future of Cinema Projection: Continuity, Innovation and Efficiency from Sharp

### Jens Kayser

Head of Cinema Solutions Sales EMEA

**SHARP DISPLAY SOLUTIONS EUROPE**



Cinema is an industry built on two things that must never be compromised: the on-screen experience and the operational confidence behind it. Audiences may only see the image, but exhibitors know the reality - projection is a long-term investment, expected to perform reliably show after show, across many years, in venues that are becoming more diverse in format and more demanding in expectations.

Against that backdrop, the cinema projection market has also been going through an important technology provider transition: from NEC to Sharp/NEC, and now to Sharp. For cinema operators and integrators, the key question is understandably practical, what does this change mean in terms of product continuity, support, and the innovation roadmap through 2026 and beyond?

The answer is clear. Cinema remains a strategic market for Sharp. The transition to a unified Sharp brand is not a departure from the values that exhibitors trusted in NEC projection; it is a strengthening of them, backed by Sharp's global scale and long-term investment in visual technologies.

### Continuity where it matters most

Brand transitions can introduce uncertainty in any market, but in cinema the bar is higher. Replacement cycles are long, downtime is costly, and the tolerance for instability is close to zero. That is why Sharp's approach is grounded in continuity where it matters most to exhibitors.

From an engineering perspective, current and upcoming cinema projector platforms continue to be developed to the same rigorous standards that defined NEC's reputation: stable performance, reliability, and service-friendly design. Optical engines, thermal management, electronics and software architecture all remain aligned with a cinema-first philosophy.

Support and service continuity is equally critical. Exhibitors and partners need confidence that service pathways remain dependable: access to technical expertise, established processes for maintenance and repair, and a commitment

### SHARP DISPLAY SOLUTIONS EUROPE (CONTINUED)

to keeping equipment performing over the long term. Sharp's objective is simple, customers should feel the transition in branding, but not in operation.

#### Sharp's cinema strategy

While continuity is the foundation, the move to Sharp also unlocks new momentum. Cinema is evolving rapidly. Operators are balancing rising energy costs with the need to deliver premium presentation standards, while also adapting to new installation realities including boothless projection, and auditorium designs that do not comply with current safety requirements due to laser hazard distances.

Sharp's broader technology ecosystem and investment in display and imaging innovation supports a faster and more ambitious projection roadmap, particularly in areas that matter to exhibitors: energy efficiency, compact and flexible installation, lower noise, and image enhancements that make a visible difference to audiences.

This is the lens through which we view our strategy through 2026 and beyond. Innovations that strengthen the cinema experience while also supporting more efficient and sustainable operation.

#### A Sharp-branded cinema projector portfolio, built for modern exhibition

Sharp is currently introducing a new Sharp-branded cinema projector portfolio. The aim is to make the range clearer to navigate while ensuring it continues to serve the practical needs of cinemas and integrators.

A visible part of that is a simplified naming convention while retaining the familiar "NC" prefix as our cinema platform identifier, an important signal of continuity for a market that values proven platforms and long-term serviceability.

More importantly, the portfolio is engineered around real-world cinema environments. Today's cinemas include everything from flagship premium rooms to smaller screens where space, noise and heat management can be decisive factors. Operators need solutions that fit the room, support the business model, and remain reliable across years of daily operation.

Two examples being highlighted as part of this next chapter include:

- **Sharp NC-1224** – a world first 12,000 Lumen RB DCI certified projector—compact, lightweight and quiet 2K model designed to deliver strong performance in modern cinema environments.
- **Sharp NC-624**—highly flexible, sealed and lightweight 6,000 Lumen cinema projector—"best in class" solution for boothless projection.

Alongside these models, Sharp will continue to bring forward product

*(Continued)*



## SHARP DISPLAY SOLUTIONS EUROPE (CONTINUED)

developments focused on simplifying installation and improving performance-per-watt, because for many operators, the future is not only about “more,” but about “smarter.”

### Enhanced Dynamic Range (EDR): deeper blacks and smarter efficiency

One of the most significant projection innovations being introduced is Enhanced Dynamic Range (EDR).

EDR is designed to deliver a clear on-screen benefit, deeper blacks and improved perceived contrast, while also supporting operational efficiency. In practice, EDR works by analysing the Average Picture Level (APL) of content in real time and adjusting laser output accordingly. This means the projector can optimise laser power to what is actually required for the scene, enhancing darker content while avoiding unnecessary energy use.

For exhibitors, two practical aspects are especially important:

- Compatibility with standard workflows: EDR is designed to work with standard DCPs, so cinemas can benefit without changing content mastering or playback processes.
- A roadmap approach: EDR is launching on the latest models first, with plans to extend across future projectors and broaden availability for existing laser models via firmware where applicable.

The result is an innovation that aligns with what cinemas are being asked to deliver now: premium visual impact paired with responsible, cost-aware operation.

### Looking ahead: supporting the cinema experience through 2026 and beyond

Cinema's future will be shaped by exhibitors who can consistently deliver standout presentation while operating efficiently and sustainably. Technology partners need to respond with reliability and with innovation that is grounded in real operating conditions.

Sharp's direction through 2026 and beyond is focused on exactly that: a stable, serviceable projection platform; a clear and expanding Sharp-branded portfolio; and innovations like EDR that enhance image performance while also supporting efficiency.

The brand on the front of the projector may be changing, but the commitment behind it is not. Sharp is investing for the long term, so cinema operators can do the same with confidence.

# Summit + Showcase



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Save The Date  
21-23 September 2026  
Loews Coral Gables  
Miami, Florida  
[filmexpos.com](http://filmexpos.com)



## Welcome to CineEurope 2026

### Steven O'Dell

President, International Releasing  
**SONY PICTURES**



We're excited to be back at CineEurope, bringing with us a dynamic theatrical slate that has something for everyone. From chilling horror, to explosive action and gripping drama, our upcoming slate reflects a full spectrum of genres that's built to entertain, engage, and cater to all tastes.

Earlier this year, we had **GOAT**, an original animated sports comedy from Sony Pictures Animation and producer Stephen Curry that quickly captivated moviegoers and went on to be a box office slamdunk grossing over \$190 million worldwide, reinforcing the power of original, visually-stunning storytelling for the theatrical experience.

And now as we look further ahead into 2026 and beyond, come July 8 is **EVIL DEAD BURN**, which unleashes the franchise's most savage and terrifying ride to date, blazing onto big screens with an all-new chapter of carnage and demonic mayhem.

July 31, **SPIDER-MAN: BRAND NEW DAY**, will swing into theatres. Directed by Destin Daniel Cretton and starring Tom Holland, the film will deliver non-stop action and the signature fun, charm and humor audiences around the world have all come to love with this franchise, while ushering in a fresh new chapter for Peter Parker.

The momentum continues with horror in August and September, beginning with the next installment of the hit **INSIDIOUS** franchise on August 21 starring Amelia Eve and seeing the return of series favorite Lin Shaye, followed by Zach Cregger's highly anticipated original vision for **RESIDENT EVIL** on September 18. Based on Capcom's hugely popular horror video games, Cregger's Resident Evil follows one central protagonist's descent into hell and stars Austin Abrams, Paul Walter Hauser, Zach Cherry, Kali Reis and Johnno Wilson.

On October 9, Aaron Sorkin's highly anticipated **THE SOCIAL RECKONING** will premiere. A companion piece to the hit film **THE SOCIAL NETWORK**, the film stars Mikey Madison, Jeremy Allen White, Bill Burr and Jeremy Strong and follows the true story of how Frances Haugen (Madison), a young Facebook engineer, enlists the help of Jeff Horwitz (White), a Wall Street Journal reporter, to go on a dangerous journey that ends up blowing the whistle on the social network's most guarded secrets.

### SONY PICTURES (CONTINUED)

Also in theaters worldwide this year is **KLARA AND THE SUN**. Based on the bestselling novel from Nobel Prize-winner Kazuo Ishiguro, written and directed by Academy-Award® winner Taika Waititi and starring Jenna Ortega and Amy Adams, **KLARA AND THE SUN** introduces audiences to Klara, an Artificial Friend who wants nothing more than to find the perfect home.

Mandalay Pictures' action film **ARCHANGEL**, starring Jim Caviezel and directed by Will Eubank, will debut in November 2026 before we cap out the year with **JUMANJI: OPEN WORLD** reuniting fan favorites Jack Black, Kevin Hart, Karen Gillan, and Dwayne Johnson and director Jake Kasdan for another epic, hilarious, action-packed ride.

Kicking off the 2027 slate is **THE NIGHTINGALE** in theatres worldwide in February 2027. Marking the first time the acclaimed sisters, Academy Award® nominated Elle Fanning and Dakota Fanning star in a film together and based on Kristin Hannah's beloved book, *The Nightingale*, is a global phenomenon that continues to captivate readers and tells the powerful story of two sisters during WWII who dare to embark on separate, dangerous paths in the fight for survival, love, and freedom in German-occupied, war-torn France.

Based on the action adventure game franchise that began in 1986, with cumulative sales of over 163 million copies globally, Nintendo's upcoming **THE LEGEND OF ZELDA** film brings Link and Zelda to the big screen for the first time in an epic adventure in April 2027.

Miles Morales returns in June 2027 for the final chapter of Sony Pictures Animation's Oscar®-winning Spider-Verse saga, **SPIDER-MAN: BEYOND THE SPIDER-VERSE**. Hunted by Miguel O'Hara's Spider Society and betrayed by his friends, Miles finds himself in the darkest corners of the Spider-Verse in search of a way home. Knowing that his family has been not only fractured but endangered by his calling, it's a race against the clock for Miles to travel across the wildest reaches of time and space to fight for and reunite everything he holds most dear.

Our success wouldn't be possible without your continued support, and we look forward to collaborating with you all in the year ahead to deliver outstanding films and unforgettable experiences to audiences everywhere.

# Cinema's New Value Proposition: Why Gen Z Pays for Participation, Not Just a Film

**Isabella Watkinson**

President, International Releasing  
**STEEL STAMPEDE**



**STEEL STAMPEDE**

Cinema is no longer valued solely for the film it shows. Today, it competes with streaming services, gaming, social media, and countless other leisure activities for audiences' time, attention, and money. As a result, this has fostered the perception that cinema is primarily an economic choice, leading to assumptions that younger audiences have abandoned it altogether. David Hancock, Chief Analyst of Media and Entertainment at Omdia, notes that the proportion of Gen Z going to the cinema at least six times a year has increased by almost 10%, debunking the assumption that younger audiences are disengaging from theatrical distribution. However, Gen Z no longer buys a ticket for a theatrical release but instead invests their money in a conversation, a community, and a larger cultural moment.

While streaming has changed expectations around convenience and control, it has also disproportionately altered the standard against which cinema is judged. Realistically, a cinema ticket alone is not objectively expensive; while it may seem so compared to a streaming service, as Hancock argues, "the two aren't the same" as "cinema is a going out option." Here, Hancock alludes to the fact that cinema is judged against the wrong reference point; it should be measured not by convenience but by other leisure activities. And if we consider the regular price of a pint and the average number of drinks an individual has at the pub, cinema is arguably a cheaper alternative. Thus, while streaming services have not killed cinema, they have dramatically altered how it is judged and perceived in terms of value and worth.

In an era defined by notifications, multitasking, and fragmented attention, cinema offers something increasingly rare and irreplaceable: large screens, premium sound, distraction-free viewing, and a rare sense of collective attention. While some people assume cinema is less social because audiences cannot talk during the film, Hancock notes that while the screening itself requires no talking, it provides "a ready-made topic of conversation afterwards".

Interestingly, for Gen Z, cinema attendance goes beyond watching the film itself; the value of attending a theatrical release lies in cultural and social participation. While we live in a world of social media, films have increasingly become a currency of online engagement, as cinema extends its social reach beyond the auditorium. It is no longer a shared experience lived in the moment, but a form of cultural involvement that continues online and offline, beyond the theatre. This ranges from meme culture and spoiler alerts in fan-created edits to Letterboxd reviews, TikTok trends, fan theories, and online film fandoms. Few people simply 'watch' the big films anymore; the purchased ticket grants people access to discuss, create, participate, and share opinions and reactions that join a wider conversation. The continued engagement with the film and with those who have watched it shows us that cinema's value extends beyond

## STEEL STAMPEDE (CONTINUED)

the initial ticket purchase. This social dimension is reflected in audience research, as Hancock notes that 59% of under-25s say they would highly recommend going to the cinema to a friend or colleague.

Gen Z is motivated to go to the cinema by the social and cultural conversation surrounding a film. Popular theatrical releases create shared references that demonstrate how cinema connects young audiences and creates a social currency. This kind of engagement is what labels films as 'viral' or 'hyped up'. When a film goes viral online, young audiences are often encouraged to see it for themselves so they can join the conversation and decide whether it is truly worth the hype. Additionally, this virality creates FOMO. People do not want to miss out on the event, the 'inside jokes' that arise from the film, and the in-person and online discussions that continue for weeks after

the screening. This is affirmed by Hancock, who observes that Generation Z are 13% more likely to attend "opening weekend" than any other generation. We see this trend in blockbuster releases such as *Barbenheimer*, *Spider-Man: No Way Home*, and the *Wicked* films. While popular at the time of release, the discussion surrounding these releases long after opening weekend demonstrates that cinema powerfully sells involvement in a cultural moment rather than mere access to a popular film. Cinema should therefore be understood not as a direct competitor to streaming but as a distinct social experience, characterised by shared attention, immersion, and collective engagement.

While cinemas cannot manufacture hype for every film, they can market cinema more effectively by emphasising its unique social value. Indeed, when *Avatar: Fire and Ash* was released in cinemas, it was marketed with access to a six-minute preview of *The Odyssey* and a trailer for the next *Avengers* film. This made the film a cultural event and highlighted how theatrical marketing uses the surrounding social conversation to promote other films. While cinemas continue to sell distraction-free immersion, this shift towards the collective participation that appeals to Gen Z would help alter the perceived value of a cinema ticket.

However, for a generation that values connection, participation and shared experience, the spaces surrounding the screen may become almost as important as the screen itself. While cinema's value has routinely been concentrated within the auditorium, there is an opportunity for cinemas to evolve beyond screening venues and to become cultural and social hubs in their own right. Hancock notes that UCLA Teens and Screens research ranked "going to the cinema" as Gen Z's number one experience, even ahead of attending a concert. Thus, cinema should not simply host screenings; it should be transformed into a community hub. Indeed, purpose-designed spaces could extend this further, with themed bars, creator events, podcast recordings, and film analysis events, all of which could expand the social experience and perceived value of the cinema.

Ultimately, cinema cannot beat streaming on convenience, and it shouldn't try to. Its advantage lies elsewhere. For Gen Z, value increasingly comes not from watching a film, but from participating in the cultural moment around it.

The ticket no longer buys two hours of entertainment.

It buys belonging.

*With thanks to David Hancock, Chief Analyst, Media & Entertainment at Omdia, for his valuable insight and contribution to this article.*

## STUDIOCANAL Welcomes You to CineEurope

**ANNA MARSH**  
 CEO  
 STUDIOCANAL



2026 marks the 13th consecutive year that STUDIOCANAL has proudly participated in CineEurope.

Owned by the CANAL+ group, we are Europe's number one studio in the development, production, distribution and worldwide sales of feature films operating in ten major European markets: Austria, Benelux, Denmark, France, Germany, Ireland, Italy, Poland, Spain, the United Kingdom and Australia, New Zealand. The CANAL+ group remains the leading financial and artistic partner of cinema in France financing over 100 films a year, most recently acquiring a minority stake in French cinema group UGC.

The box office generated by STUDIOCANAL productions has almost tripled since 2022 and in 2025 we had a record 154 theatrical releases across our own territories, a powerful demonstration of our commitment to the irreplaceable theatrical experience.

We are proud to develop and produce a high-quality slate of must-see cinema across family, drama, thriller, genre, action, comedy and prestige, in addition to leveraging a wealth of IP from our world-class library to reimagine some of the most iconic films in history.

Our brand is synonymous with quality commercial entertainment and we pride ourselves on productions such as **PRESSURE**, developed and produced with **DARKEST HOUR** producers Working Title. Starring Academy Award winning Brendan Fraser as American General "Ike" Eisenhower and BAFTA Award winning Andrew Scott as meteorologist James Stagg **PRESSURE** depicts the unrelenting 72 hours before D-Day. Director Anthony Maras (*Hotel Mumbai*) conceived **PRESSURE** only for the big screen. **PRESSURE** will open in theatres worldwide this fall.

We are reuniting with Jaume Collet-Serra to reboot the STUDIOCANAL catalogue classic **CLIFFHANGER**. Shot in Austria's East Tyrol region of the Lienz Dolomites and starring Lily James and Pierce Brosnan this high-adrenaline action thriller guarantees a truly thrilling and visceral, premium theatrical experience in 2027.

To mark the 35th anniversary we are bringing James Cameron's landmark sci-fi action classic **TERMINATOR 2: JUDGEMENT DAY** back to the big screen in 2D, 3D, 4DX and D-BOX opening in theatres worldwide (and in the US by Fathom Entertainment

### STUDIOCANAL (CONTINUED)

in partnership with Rialto Pictures) rolling out from 27 August 2026 – Judgement Day itself.

In the family space we have reunited with multi award and Oscar winning animation studio Aardman to bring Shaun the Sheep back to the big screen with the third instalment of the franchise, **SHAUN THE SHEEP: THE BEAST OF MOSSY BOTTOM**. Currently in post-production this monstrously fun family adventure is coming to cinemas Halloween 2026 and in the US through GKIDS.

STUDIOCANAL's genre label SIXTH DIMENSION brings you their most recent acquisition, Eli Roth's chilling new film **ICE CREAM MAN** which follows an idyllic summer town descending into madness when an ice cream man serves kids sweet delights with horrifying results. Opening in US via The Horror Section and in theatres worldwide this summer.

Heading into production for SIXTH DIMENSION this summer is an original, violent and blistering high-stakes thriller **THE MANNEQUIN** helmed by acclaimed genre director Sean Byrne starring Academy Award winner Melissa Leo (*The Fighter, Prisoners*) and Lili Reinhart.

We are proud to present our most ambitious French production to date in Fred Cavayé's **LES MISERABLES**, a powerful reimagining of one of the world's best-known stories. **LES MISERABLES** boasts a stellar cast in Vincent London, Tahar Rahim, Benjamin Lavernhe, Camille Cottin and Noémie Merlant. **LES MISERABLES** will embrace Victor Hugo's timeless classic transporting audiences into a modern cinematic event this Autumn.

Acclaimed director Jean-Pierre Jeunet, best known for his beloved and visionary classic *Amélie*, returns to his roots with **VIOLETTE** a luminous and moving story of love, loss and mystery. The film is based on the international bestselling book "Fresh Water for Flowers" and will begin its roll out in cinemas worldwide this fall.

Currently in post-production for STUDIOCANAL is **CUSTOM OF THE COUNTRY** starring Sydney Sweeney, fresh from *The Housemaid* grossing over \$400 million dollars worldwide, and Leo Woodall. Josie Rourke (*Mary Queen Of Scots*) directs having adapted the script from Wharton's classic novel. Sweeney plays Undine Spragg, a fiercely ambitious woman from the Midwest, who strives for the social heights of turn of the century New York.

And **FONDA**, a new psychological thriller from Academy Award winner Justine Triet. Mia Goth, Allison Janney, Andrew Scott, Odessa A'Zion and Frank Dillane star in Triet's highly anticipated return to cinema following the global success of **ANATOMY OF A FALL**. STUDIOCANAL is a financing and co-producing partner on **FONDA** now in post.

From STUDIOCANAL and the producers of **BARBIE, SALTBURN, WUTHERING HEIGHTS** and **PROMISING YOUNG WOMAN** comes **EVERYBODY WANTS TO F\*\*\* ME**. Taron Egerton and Jessica Henwick star in Jonathan Schey's razor sharp wild and original dark comedy thriller set in the world of modern dating. The film

(Continued)

CELEBRATING  
35  
YEARS

# CineEurope

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## STUDIOCANAL (CONTINUED)

recently wrapped and is coming to theatres worldwide in 2027.

BAFTA nominated Simon Stone (*The Dig*) directs **EL SINORE** which is based on the life of actor Ian Charleson - perhaps best known for *Chariots of Fire* - as he faces the biggest challenges of his personal and professional life. Written by BAFTA winner and Golden Globe nominee Stephen Beresford (*Pride*), **EL SINORE** stars BAFTA winner and multi-Golden Globe nominee Andrew Scott and Academy Award, Golden Globe and Emmy winner Olivia Colman. Scott is also a producer on this powerful, deeply moving and inspiring true story. Opening in theatres worldwide 2027.

We are delighted to be teaming with legendary Academy award winning filmmaker Danny Boyle on his latest film **INK** coming to theatres worldwide in 2027. **INK** is the incredible true story of The Sun, a British tabloid newspaper that quite literally broke the news and could justifiably be called 'the original scroll' before the internet and social media even existed. **INK** stars Jack O'Connell, Guy Pearce and Claire Foy.

As proud owners of the *Paddington* IP we continue to build upon our expertise to create more globally successful franchises. The *Paddington* films are the highest-grossing independent family franchise of all time, with over \$700 million in box office worldwide, including the most recent outing, **PADDINGTON IN PERU**, released through Sony Pictures in the US. Over the past 12 years, we've grown *Paddington* into a globally recognized brand recently confirming the development of a 4th film; Armando Iannucci is attached to write the script with his co-writer Simon Blackwell. Also in development is a new animated *Paddington* feature film which will introduce *Paddington* to a new younger audience and with an exciting new look.

Also in development and from our catalogue is **ESCAPE FROM NEW YORK**. STUDIOCANAL is partnering with The Picture Company to reimagine John Carpenter's iconic classic. Zack Snyder is attached to write, direct and produce. John Carpenter will serve as executive producer.

With principal photography imminent in South Africa **THE ROAD HOME**, directed by Bill Condon, stars Cynthia Erivo, Thabo Rametsi, Guy Pearce and Johnny Flynn. A story of friendship and resistance carried by the extraordinary journeys of Hugh Masekela and Trevor Huddleston, Miriam Makeba and Paul Simon. Our constant goal is to bring local stories to a global audience and now, rooted in South Africa's identity, this story speaks far beyond its borders, showing how music can become a force for identity and change.

And set to shoot for STUDIOCANAL early 2027 is **THE MIDNIGHT LIBRARY** starring Florence Pugh. Directed by Garth Davis from Matt Haig's book - first published by Canongate Books in 2020, the novel has sold 15 million copies worldwide and has been translated into 56 languages - Paramount Pictures recently secured domestic and multi-territory rights to **THE MIDNIGHT LIBRARY**. STUDIOCANAL is releasing in theatres across our territory footprint.

STUDIOCANAL is fully committed to producing globally resonant stories made for the cinema and with a wealth of talent that will captivate audiences of all ages across all geographies. Our passion for the big screen is what drives us to consistently deliver excellence in filmmaking to you - our exhibitors.

# CineEurope

Official Convention of the International Union of Cinemas

**SAVE THE DATE**  
**21-24 JUNE 2027**



A COMCAST COMPANY

We are thrilled to be back at CineEurope and Universal is proud to join our fellow distributors and exhibition partners for this year's event to celebrate the power of the movies and the theatrical experience. Thank you to Film Expo Group and everyone at UNIC for putting together another successful convention that emphasizes the importance of our industry and working together to bring compelling movies that captivate audiences around the globe to the big screen.

2026 at Universal Pictures is a celebration of filmmaking and of filmmakers. Universal is pulling out all the stops for the year, unveiling an exciting slate of fresh new titles that includes recent successes like Illumination and Nintendo's **THE SUPER MARIO GALAXY MOVIE**, along with **MICHAEL**. The lineup is rounded out by thrilling, original stories from today's most legendary and exciting voices in cinema.

Last week Steven Spielberg's new original thriller, **DISCLOSURE DAY** arrived in theaters around the world and this week the biggest global animated franchise in history, Illumination's **MINIONS**, will rule its opening weekend again with a joyful, riotous new chapter featuring all-new characters. Directed by Pierre Coffin and produced by Chris Meledandri and Bill Ryan, **MINIONS & MONSTERS** is the rambunctious, ridiculous and totally true story of how the Minions conquered Hollywood, became movie stars, lost everything, unleashed monsters onto the world and then banded together to try and save the planet from the chaos they created.

Following his Academy Award® winning Best Picture *Oppenheimer*, Christopher Nolan returns to Universal with his game-changing new film, **THE ODYSSEY**, a mythic action epic shot across the world using brand new IMAX® film technology. The film brings Homer's foundational saga to IMAX® film screens for the first time. Written and directed by Nolan and produced by Emma Thomas and Nolan, the film stars Matt Damon, Tom Holland, Anne Hathaway, Robert Pattinson and Lupita Nyong'o, with Zendaya and Charlize Theron.

Then in August, Will Gluck, the writer-director of *Anyone But You* and *Friends with Benefits*, celebrates romantic comedy on the big screen with a fresh, funny, swoony new original film about searching for love on the least romantic night of the year. **ONE NIGHT ONLY** stars Academy Award® nominee Monica Barbaro and Callum Turner as two love-

## UNIVERSAL PICTURES INTERNATIONAL (CONTINUED)

starred strangers who crash into each other in an ever-so-slightly fictionalized New York City on the one night of the year when single people are allowed to have sex.

DreamWorks Animation inaugurates our fall slate with **FORGOTTEN ISLAND**, a dazzling and emotional new original film about friendship, mythology and memory, created by the writing-directing team of Academy Award® nominee Joel Crawford and Januel Mercado and produced by Academy Award® nominee Mark Swift.

Academy Award® winner Jessica Chastain slips into terror with **OTHER MOMMY**. From James Wan, one of the most influential architects of modern horror, and bold genre director Rob Savage, comes a terrifying, supernatural trip into the darkening world of a young girl as her family, and their home, are haunted by a sinister entity that is determined to take up residence inside her. But first, it needs to persuade her to let it in...

Focus Features, reunites with Working Title to present Georgia Oakley's fresh take on the original romantic comedy, Jane Austen's beloved **SENSE AND SENSIBILITY**, which stars Daisy Edgar-Jones and introduces Esmé Creed-Miles in a breakout role audiences will fall for.

The holidays go dark again as blockbuster 87North producers Kelly McCormick and David Leitch unleash a new round of yuletide mayhem on audiences everywhere as a brawling, bare-knuckle St. Nick (David Harbour) returns to theaters on December 4 with **VIOLENT NIGHT 2**.

Continuing its celebrated collaboration with visionary filmmaker Robert Eggers, Focus Features unleashes **WERWOLF** starring Aaron Taylor-Johnson, Lily-Rose Depp, and Willem Dafoe in what promises to be Eggers' most uncompromising film yet.

We're excited for 2027 slate including **SHREK 5**, **HOW TO TRAIN YOUR DRAGON 2** and an Untitled Mike Flanagan Exorcist film.

At Universal, we champion the creative power and daring vision of the industry's most groundbreaking filmmakers, both the titans who have shaped cinema for decades and the electrifying new generation who will shape cinema for decades to come. Our 2026 slate stands as evidence of our commitment to storytelling that blows you back in your seat in awe and makes you lean forward in wonder.

Thank you for your enduring commitment to providing audiences with the ideal theatrical environment to experience the apex of modern cinema, for your dedication to this industry, and for your unwavering passion for this art form.

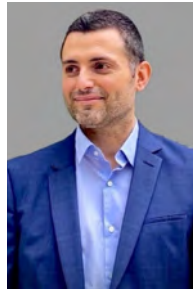
*Veronika Kwan Vandenberg, President of Distribution, Universal Pictures International*  
*Niels Swinkels, EVP and Managing Director, Universal Pictures International and*  
*President International Distribution, Focus Features*  
*Julien Noble, President Marketing, Universal Pictures International*  
*Paul Higginson, EVP, EMEA, Universal Pictures International*

## Reinventing the Cinema Experience: Innovation and Growth in a New Era

**Damianos Bourkas**

CEO

VILLAGE CINEMAS GREECE



As CineEurope marks its 35th anniversary, it is an ideal moment to reflect on how far our industry has come - and, more importantly, where it is heading. At Village Cinemas in Greece, we see the future of cinema as one built on innovation, accessibility, and a continuous elevation of the overall entertainment experience.

The big screen remains a powerful cultural and social destination. Yet, today's audiences expect more than just a film - they expect a complete, seamless, and premium outing. Responding to this shift has been at the core of our strategy.

Over the past year, we have made significant investments in premium large-format experiences, most notably with the introduction of the IMAX with Laser technology. This move reflects our belief that cutting-edge technology and immersive formats are essential to reinforcing the unique value proposition of theatrical exhibition. By delivering superior picture and sound quality, we create moments that simply cannot be replicated elsewhere.

At the same time, innovation for us goes beyond the auditorium. We are continuously redefining the overall cinema journey, including how audiences interact with our brand. A recent example is our partnership with food delivery service Wolt, enabling the delivery of our concessions directly to consumers. This initiative extends the cinema experience beyond our venues, strengthens brand engagement, and opens new commercial opportunities in an increasingly hybrid entertainment landscape.

Content diversification also remains a key pillar of our growth. While we fully support the strength of the Hollywood slate, we are actively investing in new ways to engage younger audiences and local communities. A flagship example is our initiative "Opponents For A Good Cause" which brings popular YouTubers and digital creators into the cinema environment through screenings and live, interactive experiences. By bridging the gap between digital-native audiences and theatrical exhibition, this initiative allows us to attract younger demographics, create event-driven attendance, and position cinemas as vibrant hubs for contemporary entertainment beyond traditional film content.

Another major milestone in our growth trajectory has been the recent acquisition of Options Cinemas, the second-largest cinema chain in Greece. This strategic move significantly strengthens our nationwide footprint and is expected to bring

### VILLAGE CINEMAS GREECE (CONTINUED)

Village Cinemas' market share close to 50%, further solidifying our leadership position in the Greek exhibition market. Beyond scale, the acquisition creates meaningful synergies in operations, programming, and customer experience, while enabling us to accelerate investments in premium formats and innovation across an expanded network. It also reinforces our commitment to the Greek market and our confidence in the long-term potential of theatrical exhibition.

Earlier in 2026, we were also proud to launch "Cine School," an educational initiative designed to introduce students to the world of cinema through curated screenings. This program reflects our broader commitment to nurturing the next generation of film lovers and strengthening the cultural role of cinemas in society.

Finally, a key pillar of our strategy is the continued strengthening of our B2B ecosystem. At Village Cinemas, we are expanding our partnerships with brands, agencies, and corporate clients by positioning our cinemas as premium venues for events, sponsorship activations, and targeted communication. From tailor-made corporate screenings and product launches to integrated on-screen and on-site advertising solutions, we are creating high-impact environments that connect brands with engaged audiences. This B2B focus not only diversifies our revenue streams but also reinforces the role of cinemas as versatile, experiential platforms within the broader marketing and entertainment landscape.

Looking ahead, data and digital transformation will play an increasingly central role in shaping our strategy. Through enhanced loyalty programs and digital platforms, we aim to better understand audience behavior and deliver more personalized, relevant experiences. From targeted communication to dynamic programming, personalization is becoming a key driver of both engagement and frequency.

None of this progress can happen in isolation. Strong collaboration between exhibitors, distributors, and partners is more important than ever. A consistent and compelling release calendar, combined with a shared commitment to the theatrical window, remains fundamental to the health of our business.

In Greece, we are encouraged by the steady return of audiences and the renewed enthusiasm for the cinema experience. Village Cinemas continues to lead this momentum, not only by investing in infrastructure, but by reimagining what cinema can be in a modern entertainment ecosystem.

Cinema is evolving—becoming more immersive, more connected, and more relevant to everyday life. At Village Cinemas, we are proud to be driving this evolution and to contributing to a strong and dynamic future for our industry.

We look forward to joining our peers in Barcelona and to shaping, together, the next chapter of cinema.

## React: Turning the End of Each Cinema Visit into the Start of the Next

### Matthew Liebmann

Chief Product, Innovation & Marketing Officer  
**VISTA GROUP**



Moviegoer frequency is under sustained pressure. The share of moviegoers who average one or more visits a month has dropped 12 percentage points since 2019, from over a third of all audiences to less than a quarter. Turning this around will rely on exhibitors deepening their understanding of their guests and acting on that knowledge.

Exhibitors must now go beyond demographics, transactions, and attendance behaviour. While those signals still matter, exhibitors must also understand what moviegoers think and feel while their latest visit is fresh in their minds.

To capture moviegoers' thoughts and feelings, Vista developed React.

React is a pulse survey designed specifically for cinemas. It's short and fun to complete to maximise response rates, capturing meaningful feedback in the moment, including whether moviegoers enjoyed the movie they just watched, how they felt about the experience you gave them, and what they want to see in cinema next. When exhibitors understand and act on these signals, the current visit creates momentum for the moviegoer's next one.

### Turning the moviegoer journey into a virtuous cycle

A moviegoer's journey is more than the time spent in the auditorium. From the moment of inspiration, through planning and purchase, to the afterglow they feel as they leave, exhibitors shape the experience at every step.

But afterglow doesn't have to be the end.

When it comes to driving the next visit, no moment holds more opportunity than the stage immediately after the movie ends. It's when moviegoers are most emotionally engaged, it's when upcoming movies are top of mind, and it's when exhibitors can clearly learn how their service and operations landed.

Too often, service and operational issues go unresolved simply because they remain unknown. Guests rarely offer unprompted feedback. To proactively and impactfully source feedback, cinemas need to make it easy to collect and easy to act on.

At the same time, understanding which upcoming movies excite moviegoers

### VISTA GROUP (CONTINUED)

allows marketers to engage earlier and more meaningfully on a journey from first trailer drop to last showtime.

React captures all of this immediately after the movie, when moviegoer emotions are strongest.

### How React captures sentiment, satisfaction, and intent

After the credits roll, moviegoers are automatically sent a React survey. Because React is integrated with the wider Vista ecosystem, it already knows who the guest is through loyalty, membership, and transactional data. There's no need to ask questions the system already understands.

Instead, React cuts right to the question on moviegoers' minds:

"What did you think of the movie you just watched?"

They rate the title on a one-to-five-star scale, giving exhibitors a live pulse on audience sentiment.

Next, guests swipe through a curated selection of upcoming movie posters, indicating which titles they intend to see in cinema, which they don't, and which they haven't heard of. This allows marketers to address levels of awareness and desire separately. AI-segmentation and content creation ensures every recommendation is relevant and each communication feels personal.

Operational feedback will be live very soon. Because cinema circuits have different service and operating models, exhibitors will define and configure operational questions for their unique needs: whether cleanliness, courtesy, comfort, F&B offerings, or something else entirely, they will solicit feedback on what matters most to them. Combined with overall NPS or CSAT scores, these insights highlight where experiences can be improved, and where they are already working.

Crucially, every insight captured by React is designed to be actionable across the Vista ecosystem.

### From reaction to action

React is more than a survey tool. Integrated with the entire Vista suite, React feeds the data it collects into the parts of the business that can take action on every insight.

Movie sentiment, awareness, and intent scores sharpen targeting through Movio EQ in multiple ways. They improve recommendation algorithms. They can be used to segment based on what moviegoers watched and enjoyed as well as what they are excited to see next. They help to evaluate distributor and exhibitor marketing efficacy by showing how awareness and intent shift over time. And they strengthen box office forecasting, which feeds directly into assisted film scheduling.

Operational feedback matters just as much, and once collected, site managers

*(Continued)*

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## VISTA GROUP(CONTINUED)

will see guest feedback come through in real time in Oneview. That visibility makes it possible for them to respond to individual guests proactively, fix issues sooner, and improve the experience being delivered – even during the same day. This extends to reaching out to individual moviegoers based on their satisfaction and value to convert any churn risks into champions.

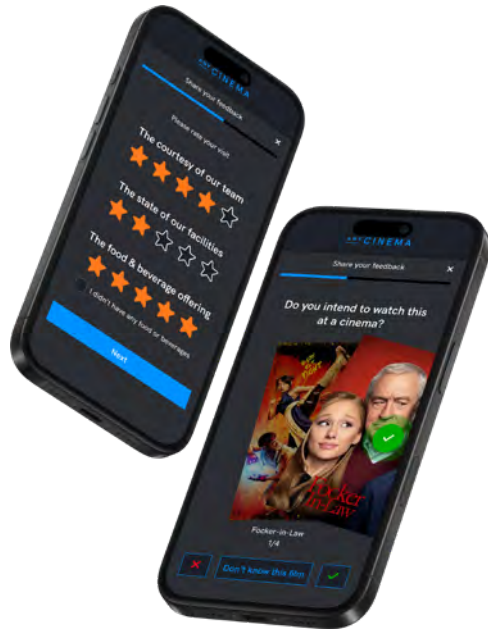
For leadership teams, Vista's connected ecosystem brings overall guest satisfaction and NPS into clear view, at both circuit and site level. Free text feedback from moviegoers is summarised by AI to surface common themes, emerging issues, and opportunities for improvement.

Encouraging repeat visitation through deeper understanding

Driving repeat visitation has never mattered more to our industry. Making a real impact to encourage frequency and loyalty comes from a genuine understanding of moviegoers as individuals.

Demographic, behavioural, and transactional data have powered marketing, programming, and operations for years. The ability to augment this with how moviegoers actually feel about their experience creates new opportunities for exhibitors to entice moviegoers through their doors more often.

To see how React helps exhibitors build those connections, visit us at the Vista Experience Room at CineEurope, level P1 room #130, or visit [vista.co/react](http://vista.co/react)



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TheatreMagic section is a dedicated section in TheatreWorld, which speaks about Indian Cinema exhibition and all its happenings.

[raghav@network208.com](mailto:raghav@network208.com) / [asha@network208.com](mailto:asha@network208.com)

[\(+91\) 9980 208208](tel:+919980208208) / [9902 208208](tel:+919980208208)

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## Vue Distribution Welcomes You to CineEurope!

**Tim Richards**  
CBE, founder and CEO  
**VUE DISTRIBUTION**



As we come together again at this year's CineEurope, it's encouraging to see the growing momentum across our industry.

Last year was a good year, seeing more than \$33.5bn at the global box office, marking an important step forward for the industry. This year, however, feels different. The mood is noticeably more positive, more confident and more energised. Film supply is almost back to pre-pandemic levels; studio commitment is unprecedented; filmmakers are demanding theatrical releases and audiences continue to turn out in record numbers. And we're looking ahead to one of, if not the biggest summers in history.

At Vue, fuelled by this momentum, our focus remains on delivering the best possible experience for our customers at every stage of their journey, from planning their visit, their journey through the foyer, to taking their seats and the moment the film begins. Every investment is guided by a simple principle: making the cinema experience easier, more seamless, more immersive and more enjoyable.

We've introduced a UK first retail concept: **Vue Your Way** which we believe will shape the next generation of big screen entertainment. By reducing friction and eliminating queuing, Vue Your Way is creating a faster, more convenient experience for customers and we're already seeing the positive impact it's having on our business. Much like when we removed the box office in our cinemas, I believe this will revolutionise the cinema experience before guests have even reached their seats.

We're continuing to install across Europe our biggest, most comfortable and most luxurious seat yet, **Ultra Lux** and we've also launched **EPIC by Vue**, our next-generation premium large format experience, combining HDR by Barco laser projection with Dolby Atmos sound to deliver a brighter, more immersive and more impactful big-screen experience. We're rolling these out at pace across our European estate alongside more than 1,000 laser projectors, to ensure our customers are experiencing the latest and greatest technology available to us.

We are also currently launching across our markets our **Feel It Forever** film,

### VUE DISTRIBUTION (CONTINUED)

directed by Academy Award-winning filmmaker Taika Waititi, as part of our new brand campaign to celebrate the unique emotional connection audiences have with the big screen. At a time when audiences have more entertainment choices than ever before, it was a reminder that when people experience great films in cinemas, those moments stay with them long after they've left.

This year has also been an exciting one for Vue Lumière, our distribution business led by Eve Gabereau. Just a year old and Lumière has already established itself as a meaningful new player in the market, with its films receiving five BAFTA nominations and two Academy Award nominations.

Taken as a whole, the signs are incredibly encouraging and are giving us every reason to be optimistic for the future of cinema. I'd like to thank our colleagues, studio partners, filmmakers, distributors and friends across the industry for their continued support and I look forward to seeing many of you this week and in the exciting year ahead.

## The Walt Disney Studios Welcomes You to CineEurope!

### Andrew Cripps

Head of Theatrical Distribution  
**THE WALT DISNEY COMPANY**



On behalf of The Walt Disney Studios, we welcome you to CineEurope 2026! We are thrilled to be back this year with you – our phenomenal partners – and are incredibly proud of the achievements we have made since we were together a year ago, as well as the upcoming slate of films that we will be releasing soon!

Our studios — Disney, Walt Disney Animation Studios, Pixar Animation Studios, Marvel Studios, Lucasfilm, 20th Century Studios, and Searchlight Pictures — continue to showcase an incredible variety and quality of films. Last year, we had the biggest year on record for any studio since 2019, surpassing \$6 billion at the global box office, and three films released in 2025 surpassed the \$1 billion box office milestone. Walt Disney Animation Studios' **ZOOTOPIA 2** is now the #1 animated MPA movie of all time, having earned a massive \$1.9 billion globally. 20th Century Studios' **AVATAR: FIRE AND ASH** provided a visual feast for audiences as they traveled back to Pandora, and our live-action **LILO & STITCH** shared the meaning of Ohana as it danced its way to become the #2 MPA global, international and domestic release of the year. There is no way these milestones could have been reached without your collaboration — thank you for all of the support!

Looking back over the last six months, it has been an exciting start to a jam-packed year for The Walt Disney Studios. It kicked off with 20th Century Studios' **SEND HELP, READY OR NOT 2: HERE I COME** from Searchlight Pictures, and Disney and Pixar's Hoppers, which boasts the biggest global debut for an original animated film since 2017's *Coco*. Last month, 20th Century Studios' **THE DEVIL WEARS PRADA 2** showed moviegoers everywhere how to strut and walk the Runway, and one of the galaxy's most beloved franchises blasted into theaters for an adventure of epic proportions with Lucasfilm's **STAR WARS: THE MANDALORIAN AND GROGU**. Just last week, Buzz, Woody, Jessie, and the rest of the gang reunited for an all-new heartfelt story in Pixar's **TOY STORY 5**, which fans all over the world have already fallen in love with.

This summer continues with **MOANA** in July, a live-action version of the hit animated film with Dwayne Johnson reprising the role of Maui and introducing Catherine Laga'aia as Moana. In August, 20th Century Studios' **THE DOG STARS** from director Ridley Scott, an adaptation of Peter Heller's best-selling

### THE WALT DISNEY COMPANY (CONTINUED)

novel starring Jacob Elordi, Margaret Qualley, Josh Brolin, and Academy Award nominee Guy Pearce, is set to rock your theaters like only Ridley Scott can do.

In September, we will release the highly anticipated documentary following the legendary British band, **OASIS**, which charts Liam and Noel Gallagher's triumphant reunion tour, *Oasis Live '25*. Presented by Disney+, the film will open in select IMAX and cinemas worldwide for a limited theatrical engagement. Later that month we will also once again rock theaters when Marvel Studios' record-breaking global phenomenon **AVENGERS: ENDGAME** returns, which will also introduce our new Infinity Vision certification to ensure that fans old and new experience the film on the biggest and best screens.

20th Century Studios will make a splash in October with **WHALEFALL**, an adaptation of the acclaimed novel by Daniel Kraus, which will tell the thrilling story of a scuba diver who gets swallowed by a sperm whale. In November, Searchlight Pictures reteams with Academy Award winner Martin McDonagh for **WILD HORSE NINE**, a pitch-black comedy full of foul play and political intrigue starring John Malkovich and Sam Rockwell as two CIA agents whose close friendship is tested while on a mission that takes them to Easter Island shortly before the 1973 Chilean coup.

In November, Walt Disney Animation Studios will bring audiences together for **HEXED**, an all-new magical coming-of-age saga about an unconventional teenage girl who discovers she has secret magical abilities. Then, as 2026 comes to a close, Marvel Studios' **AVENGERS: DOOMSDAY** arrives this holiday season in a monumental way, featuring an all-star cast of characters from across the Marvel Cinematic Universe and introducing the egotistical and maniacal Doctor Doom, played by Robert Downey Jr.

Looking to 2027 and beyond, we couldn't be more excited to bring a stellar lineup of films from all of our studios. 20th Century Studios will kick off a new **ICE AGE** with everyone's favorite saber-toothed squirrel, Scrat, in **ICE AGE: BOILING POINT**. Pixar will introduce a breathtaking new story with **GATTO**, featuring an adorable and mischievous black cat. Lucasfilm will bring moviegoers into hyperspace with **STAR WARS: STARFIGHTER**, starring Ryan Gosling and from Shawn Levy, director and producer of our record-breaking **DEADPOOL & WOLVERINE**. The year will also bring **AVENGERS: SECRET WAR**, **FROZEN 3**, all-new **BLUEY** and **THE SIMPSONS** movies, and so much more to theaters globally.

As always, we thank our exhibition and format partners for your continued support, and our teams look forward to collaborating with you as we collectively look to find innovative ways to bring our films to audiences across Europe, the Middle East, and Africa, the way they were meant to be seen, on the BIG screen in your amazing cinemas. Have a wonderful CineEurope!

## GLOBAL GROWTH, SUPERCHARGED

### Jeffrey Goldstein

President, International Theatrical Distribution  
**WARNER BROS. PICTURES**



After a record-breaking 2025 – delivering 30 Oscar nominations with 11 wins including Best Picture, and \$4.4 billion at the global box office – Warner Bros. Pictures (WBP) carried that momentum straight into 2026 with the studio's ninth consecutive number one opening, **WUTHERING HEIGHTS**, which grossed \$157.5M+ overseas (nearly 70% of which came from EMEA) for a global total of \$241.5M+. Most recently, New Line Cinema's **MORTAL KOMBAT II** earned \$21.5M internationally and \$60M worldwide on opening weekend, while the spine-tingling **LEE CRONIN'S THE MUMMY** has earned \$89M and counting globally. The EMEA region continues to play a critical role, contributing 62% of international box office year-to-date.

The second half of 2026 kicks off with the next chapter in DC Studios' evolving universe: **SUPERGIRL**. Directed by Craig Gillespie and written by Ana Nogueira based on characters from DC, Superman created by Jerry Siegel and Joe Shuster, the film follows Milly Alcock's Kara Zor-El on a high-stakes journey across the far reaches of the galaxy to save her beloved dog, Krypto. Jason Momoa joins the adventure as the formidable bounty hunter Lobo, promising audiences a visually dazzling, interstellar spectacle. DC will also be releasing **CLAYFACE** later this fall, a thrilling new look at the infamous Batman villain from director James Watkins, screenplay by horror legend Mike Flanagan and Hossein Amini, story by Flanagan, based on characters from DC.

In August, director David Robert Mitchell returns with **THE END OF OAK STREET**. Starring Anne Hathaway and Ewan McGregor and produced by J. J. Abrams, a mysterious cosmic event transports a neighborhood to someplace unknown where a family's survival depends on them sticking together.

As we close out the summer and head into fall, Sandra Bullock and Nicole Kidman bring the magic and mayhem in **PRACTICAL MAGIC 2**, revisiting their iconic on-screen sisterhood in a must-see cinematic event.

October sees icon Tom Cruise return to the big screen in Alejandro González Iñárritu's **DIGGER**, a comedy of catastrophic proportions about the most powerful man in the world embarking on a frantic mission to prove he is humanity's savior before the disaster he's unleashed destroys everything. The

### WARNER BROS. PICTURES (CONTINUED)

film also stars Riz Ahmed, John Goodman, Sandra Hüller, Michael Stuglbarg, and Jesse Plemons.

Heading into the holiday season, **THE CAT IN THE HAT**, the first feature from Warner Bros. Pictures Animation, offers an all-new, epic adventure with an edge where the Cat, voiced by Bill Hader, spreads joy to kids in his hilarious, singularly irreverent way, transporting audiences on a fantastical journey through a world they've never seen before.

Also in November is writer/director J.J. Abrams' **THE GREAT BEYOND**, an original action adventure starring Glen Powell, Jenna Ortega, Emma Mackey, Sophie Okonedo, Merritt Wever and Samuel L. Jackson. We're not revealing any story details on this title just yet...but stay tuned.

And finally, the year closes out with one of the most highly anticipated films in recent history, **DUNE: PART THREE**, the epic conclusion to Denis Villeneuve's trilogy, based on the book *Dune Messiah* by Frank Herbert. The film, from our partners at Legendary, stars Timothée Chalamet, Zendaya, Jason Momoa, Florence Pugh, Rebecca Ferguson, Josh Brolin, Isaach De Bankolé, with Charlotte Rampling, with Anya Taylor-Joy, and Robert Pattinson, and Javier Bardem.

Looking ahead, 2027 is already shaping up to be equally compelling. The year begins with **REMAIN**, a supernatural romantic drama from M. Night Shyamalan and Nicholas Sparks, followed in February by **PANIC CAREFULLY**, a timely technological thriller from the creator of *Mr. Robot*. DC will expand on Superman's world with **MAN OF TOMORROW**, bringing back some of the characters audiences loved from 2025's smash hit. 2027 will also bring **GODZILLA x KONG: SUPERNOVA** stomping onto screens, along with sequels to blockbusters **THE BATMAN** and **A MINECRAFT MOVIE**. We'll have two new original WBPA animated films, **BAD FAIRIES** and **MARGIE CLAUS**, the latter telling a tale of Santa's other half. And we'll wrap up the year with the hugely anticipated return to Middle-earth, **THE LORD OF THE RINGS: THE HUNT FOR GOLLUM**.

As always, we extend our sincere thanks to our partners in exhibition and distribution. Our shared commitment to the power of theatrical storytelling ensures that this most impactful medium continues to thrive on a global stage.

Credits not contractual; box office as of May 20, 2026

## Reimagining Cinema: The Rise of Premium, Purpose-Driven Exhibition

**A.Hakan ASKAR**  
CEO  
WORLD CINEZONE



As the global cinema industry continues to evolve, one reality is becoming increasingly clear: the future of exhibition will not be defined by scale alone, but by the quality and intention of the experience we offer.

In an environment where audiences have unprecedented access to content at home, the role of the cinema is being redefined. What draws audiences back is no longer just the film—it is the experience surrounding it. This shift is not temporary. It reflects a deeper, structural transformation in audience behavior, and it demands an equally decisive response from exhibitors.

Cinema must evolve from being a place where films are shown to a destination where experiences are crafted.

### The Premium Imperative

Across markets, a consistent pattern is emerging: when audiences choose to go to the cinema, they increasingly choose premium formats and elevated environments. The success of large-format screens, advanced projection technologies, and immersive sound systems is not incidental—it reflects a growing expectation for something distinctly superior to home viewing.

In this landscape, IMAX has become a defining benchmark.

Our experience has shown that audiences are not only willing to pay for a premium experience—they actively seek it out. Premium formats are no longer niche; they are becoming central to the commercial sustainability and cultural relevance of cinema.

At World CineZone, our investment in IMAX is not simply a technological decision. It is a strategic commitment to delivering the highest standard of cinematic immersion. It reflects our belief that the future of exhibition belongs to those who prioritize quality over quantity.

### Local Markets, Global Standards

Turkey continues to stand out as a dynamic and resilient cinema market. Despite

### WORLD CINEZONE (CONTINUED)

global challenges, audience engagement remains strong, and there is a clear appetite for both international blockbusters and high-quality local productions.

The opportunity in markets like Turkey lies not in replicating global models, but in adapting them with precision and relevance.

Local audiences are highly responsive to authenticity and quality. The growing success of local films in premium formats demonstrates that global technology and local storytelling are not opposing forces—they are complementary.

The role of the exhibitor is to create the environment where this intersection can thrive.

### From Operator to Experience Curator

The traditional definition of a cinema operator is rapidly becoming outdated.

Today, exhibition is about curation, not operation. It is about designing an environment where technology, content, and service come together to create a seamless and memorable experience.

At World CineZone, we approach cinema as a fully integrated system. Projection quality, sound precision, spatial design, and customer journey are not independent elements—they are parts of a single promise.

Delivering a premium experience is not achieved through isolated investments. It requires operational discipline, consistency, and a deep understanding of audience expectations. In this context, excellence is not a feature—it is a requirement.

### Collaboration and Industry Responsibility

The future of cinema cannot be shaped in isolation. It requires collaboration across the entire ecosystem—studios, technology providers, exhibitors, and industry bodies.

Organizations such as Sisay (Turkish Cinema Owners and Investors Association) play a critical role in strengthening dialogue within the local market, while international platforms like CineEurope connect and align the global industry.

As a member of Sisay and the sole representative from Turkey within UNIC (International Union of Cinemas), World CineZone operates at the intersection of local insight and global perspective. This position enables us not only to bring international standards into our market, but also to represent the potential and evolution of the Turkish cinema industry on a broader stage.

With this comes responsibility: to contribute, to engage, and to help shape the direction of the industry.

### Looking Ahead

As we move into 2026 and beyond, the cinema industry faces both complexity and

*(Continued)*



## **WORLD CINEZONE (CONTINUED)**

opportunity.

Changing consumption habits, economic pressures, and technological shifts will continue to challenge traditional models. Yet within these challenges lies a clear opportunity—to redefine cinema as a premium, intentional, and differentiated experience.

For exhibitors, the question is no longer whether transformation is necessary, but how decisively it will be embraced.

At World CineZone, our direction is clear:

- To invest in premium formats such as IMAX
- To elevate the overall cinema experience
- To support both global and local content at the highest standard
- To contribute actively to the future of the industry

Cinema has always been more than a medium. It is a shared cultural space.

Preserving that space—and elevating it for future generations—is not only a business objective.

It is a collective responsibility.





## CINEEUROPE 2026 BOOTH LISTINGS

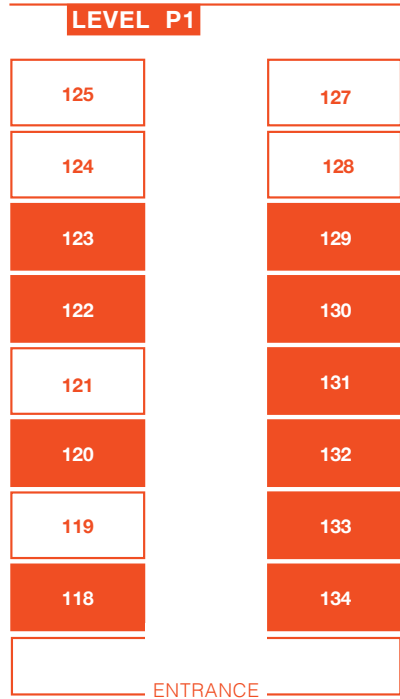
EXHIBITOR	BOOTH
3DSCOPES	122
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CINEMANEXT	518 & MR M217
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## CINEEUROPE 2026 BOOTH LISTINGS

EXHIBITOR	BOOTH
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LINO SONEGO INTERNATIONAL SEATING	602
MAG CINEMA	408
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MULTIVISION SCREENS SPRL	215
NATAIS	306
NEODAY BV.	324
NEXGEN FABRICS	605
PCO GROUP GMBH	312
POSITIVE CINEMA	611
PREFERRED POPCORN	702
PRES GLOBAL LTD.	124
PRIME SEATING S.L.	216
PROCELLA AUDIO /CINEMA COACH.	MR 120
QINGDAO FUYI ACOUSTICS PRODUCTS	210
QSC EMEA GMBH	618
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SEVERTSON SCREENS	406
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TRINNOV AUDIO	202
UNIVERSUM CONSTRUCTION	307
USHIO EUROPE	402
USHIO INE GMBH	502
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VISTA GROUP (NZ) LTD	MR 122 & MR 130
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## CINEEUROPE 2026 MEETING ROOM MAP



**\* ORANGE INDICATES SPONSORS**

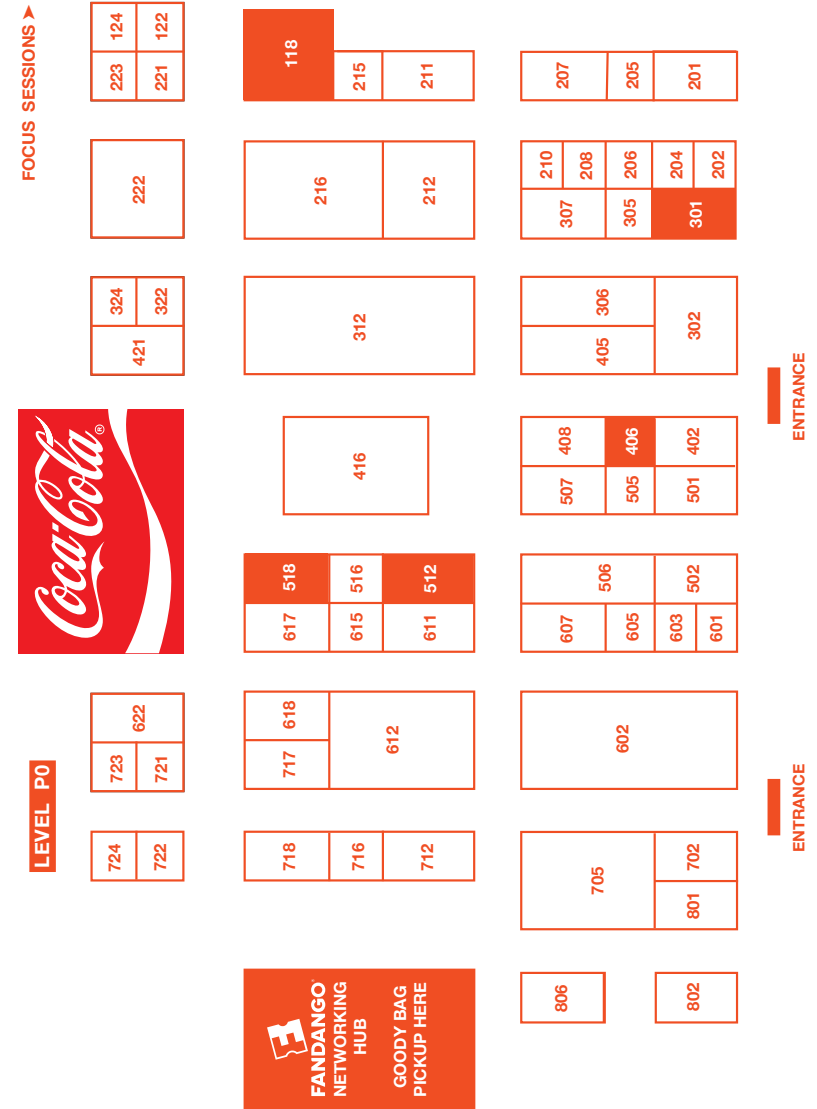


**LEVEL M2**



BOOTHS AND MEETING ROOMS SHADED ORANGE REPRESENT CINEEUROPE 2026 SPONSORS

## CINEEUROPE 2026 TRADE SHOW FLOOR MAP



BOOTHS AND MEETING ROOMS SHADED ORANGE REPRESENT CINEEUROPE 2026 SPONSORS



## CINEEUROPE 2026 EXHIBITOR LISTINGS

### 3DSCOPES .....122

Fatih Mh. 4502/1 Sk. No: 7-9, Isparta, 32200, Turkey  
**Tel:** .....+90 246 228 65 15  
**Email:** .....ciham@barida.com.tr  
**Website:** ..... www.3dscopes.com  
 Cihan Copur, General Manager  
 Halil Serkan Dagli, Technical Manager  
*3D cinema glasses manufacturing and distribution for theaters, events, and entertainment industry professionals.*

### 4D E-MOTION. LUMMA .....301

4605 Lankershim Blvd, North Hollywood, CA, 91602, United States  
**Tel:** .....+54 11 47762813  
**Email:** ..... antonela@lumma.com.ar  
**Website:** ..... www.4demotion.com  
 Antonela Salvador, Director  
 Marcos Franco, CEO  
*Immersive premium formats. 4D E-Motion & Magnify 8*

### ADMIT ONE / COLLABORATIVE

#### SOFTWARE .....MR M216

Unit 9 Albany Park, Poole, BH17 7BX, United Kingdom  
**Tel:** .....+44 1929 551 356  
**Email:** ..... paul@admit-one.co.uk  
**Website:** ..... www.admit-one.eu  
 Peter Morton, CEO  
 Alison Whittle, Head of Product  
*Cinema operating systems.*

### THE AIRSCREEN COMPANY .....204

Hafenweg 26, Muenster, 48155, Germany  
**Tel:** .....+49 251 60 90 250  
**Email:** ..... info@airscreen.com  
**Website:** ..... www.airscreen.com  
 Christian Kremer  
 Dmitry Alexeev  
*AIRSCREEN® – the inflatable movie screen.*

### AMPETRONIC LTD. | LISTEN TECHNOLOGIES .....223

Unit 2, Trentside Business Village, Farndon Road, Neward, NG24 4XB, United Kingdom  
**Tel:** ..... +44 1636 610062  
**Email:** .....lyne.poole@ampetronic.com  
 Marcio.leiria@ampetronic.com  
**Website:** ..... www.ampetronic.com  
 Craig Davey, Sales Manager  
 Ella Revill, Sales Executive

*Assistive listening, Auracast, hearing loops.*

### APPLE INDUSTRIES, INC. ....207

200 Forest Drive, Unit #8, Greenvale, NY, 11548, United States  
**Tel:** ..... +1 516 580 9261  
**Email:** ..... heatherblair@appleindustries.com  
 ..... sonyajones@appleindustries.com  
**Website:** ..... www.appleindustries.com  
 Heather Blair, Head of Cinema & Studio Partnerships  
 Paul Jones, Director  
*Photo booth activations for cinemas & entertainment venues featuring branded experiences, movie releases and profit share partnerships.*

### APPOTRONICS INTERNATIONAL .....201

3rd Flr., E. Wing Bldg CFEC, No. 20 Xin De St, Beijing, 100000, China  
**Tel:** .....+86 10 62366288  
**Email:** ..... hope.chen@cfg-appo.com  
**Website:** ..... www.en.appotronics.com/alpdcinema  
 Hope Chen, Manager  
 Allen Zhang, Manager  
*ALPD®: the advanced laser light source for brighter, longer-lasting digital projectors.*

### BARCO .....Room 111 + Terrace

Beneluxpark 21, Kortrijk, 8500, Belgium  
**Email:** ..... cinema@barco.com  
 ..... carl.rijsbrack@barco.com  
**Website:** ..... www.barco.com/cinema  
 Gerwin Damberg, EVP Barco Cinema  
 Serge Plasch, SVP Global Sales  
*Leading manufacturer of digital cinema projection systems & solutions.*

### BENOIT CINE DISTRIBUTION / BOLLORE .....206

60 Chemin de Mure - ZAC Les Portes du Dauphiné, St. Pierre de Chandreu, 69780, France  
**Tel:** .....+33 4 72 48 08 99  
**Email:** ..... celine.b@benoitpopcorn.com  
**Website:** ..... www.benoitpopcorn.com  
 Patrice Benoit  
 Frederic Bollore  
*Equipment for cinemas.*

### C CRETORS & CO. ....712

176 Mittel Drive, Wood Dale, IL, 60191, United States  
**Tel:** ..... +1 800 228 1885  
**Email:** ..... sfrageck@cretors.com  
**Website:** ..... www.cretors.com

## CINEEUROPE 2026 BOOTH LISTINGS

Andrew Cretors, President  
 Shelly Olesen, VP Sales and Marketing  
*Leading manufacturer of high-quality popcorn & concession equipment.*

### CHRISTIE..... MR 133 & 134

ViewPoint, 200 Ashville Way, Wokingham, RG41 2PL, United Kingdom  
**Tel:** .....+44 118 977 8000  
**Email:** ..... monsi.cottrell@christiedigital.com  
**Website:** ..... www.christiedigital.com  
 Sean James, Executive Vice President,  
 Global Sales & Service  
 Adil Zerouali, Vice-President Sales  
*DCI-compliant cinema projection including Christie® CineLife+™ with Real Laser™ and Phaser™.*

### CINE DIGITAL .....221

23 Rue de Leinster, La Chapelle Sur Erdre, 44240, France  
**Tel:** ..... +33 2 51 12 70 10  
**Email:** ..... anne-claire.congnet@cine.digital  
**Website:** ..... www.cinedigitalservice.fr  
 Grégoire Amiot, Deputy CEO  
 Olivier Bouchaud, Chief Innovation Officer  
*Software solutions for cinema operators.*

### CINEMANEXT .....518 & MR M217

Chaussee de Tongres, 257, Liege, 4000, Belgium  
**Tel:** .....+33 175448888  
**Email:** ..... alexandra.body@cinemanext.com  
**Website:** ..... www.cinemanext.com  
 Donald McGarva, CEO  
 Alexandra Body, Marketing & Communications  
 Director  
*Cinema integrator and branded solutions (software & hardware) provider.*

### CINEMECCANICA SPA.....601

Via Fermi, 3, Settala Milan, 20049, Italy  
**Tel:** ..... +39 02 748 1151  
**Email:** ..... pier.ottoni@cinemeccanica.eu  
**Website:** ..... www.cinemeccanica.it  
 Massimo Riva, CEO  
 Pier Carlo Ottoni, Sales & Marketing Director  
*Products and services for cinemas.*

### CINESA / ODEON CINEMAS GROUP ..... MR 212

St. Albans House, 57-59 Haymarket, London, SW1Y 4QX, United Kingdom  
**Tel:** .....+44 0 207 766 1840  
**Email:** ..... jagomez@odeonuk.com

..... calvarez@cinesa.es  
**Website:** ..... www.odeoncinemasgroup.com  
 Mark Way, President AMC Europe  
 & Managing Director ODEON  
 Juan Antonio Gomez, Chief Partnerships  
 & Content Officer  
*ODEON Cinemas Group Ltd. is Europe's largest cinema operator.*

### THE COCA-COLA COMPANY .....Coca-Cola Lounge

1 Queen Caroline Street, London, W6 9HQ, United Kingdom  
**Tel:** ..... +44 2 8237 3005  
**Email:** ..... smorgner@coca-cola.com  
 ..... prill@bluestockingltd.com  
**Website:** ..... www.coca-cola.com  
 Stephanie Morgner, Senior Director  
 Away-from-Home  
 Oliver Delaney  
*We refresh the world and make a difference, one sip, story, and impact at a time. Complete beverage portfolio in fountain and package form.*

### D-BOX TECHNOLOGIES .....MR M218

2172 Rue de la Province, Longueuil, Quebec, J4G 1R7, Canada  
**Tel:** .....+1 450 442 3003  
**Email:** ..... ndaniel@d-box.com  
 ..... kwarner@d-box.com  
**Website:** ..... www.d-box.com  
 Scott Sherr, Chief Commercial Officer  
 Kristina Warner, VP Theatrical  
*D-BOX brings movies to life through immersive motion and haptic experiences.*

### DOLBY ..... MR 129

1275 Market St., San Francisco, CA, 94103, United States  
**Tel:** ..... +1 415 558 0200  
**Email:** ..... michael.archer@dolby.com  
 ..... libe.garciabarbarin@dolby.com  
**Website:** ..... www.dolby.com  
 Michael Archer, Vice President, WW Cinema  
 Sales & Partner Mgmt  
 Friedrich Deininger, Sr. Director, Cinema Sales  
 & Partner Mgmt, EMEA  
*Premium cinema technologies: immersive audio, HDR imaging, playback, processing, amplification, and accessibility.*

### DORITOS & CHEETOS .....706

50 Rue du Rhone, Geneve, 1204, Switzerland



## CINEEUROPE 2026 BOOTH LISTINGS

**Tel:** ..... +44 7584640529  
**Email:** ..... sam.bovill@pepsico.com  
**Website:** ..... www.pepsico.com  
 Sam Bovill  
 Anca Nistor  
*Doritos Loaded – snacking opportunity with fun toppings and sauces.*  
*Cheetos Popcorn – flavorful popcorn with incredible brand recognition.*

**EKRAN** ..... **723**  
 ul. Pilsudskiego 108, Stary Sacz, 33-340, Poland  
**Tel:** ..... +48 184408005  
**Email:** ..... projects@ekran.net.pl  
 ..... ekran@ekran.net.pl  
**Website:** ..... www.ekran.net.pl  
 Chris, Project Manager  
 Bartek, Project Coordinator  
*Production and installation of screen frames.*  
*Cinema refurbishment services: acoustic walls, ceiling treatment, adaptation of auditoria to various cinema systems (IMAX, ScreenX, ATMOS, SPHERA, etc.)*

**EOMAC LTD** ..... **607**  
 96 Silverbriar, Sunderland Enterprise Park (East), Sunderland, SR5 2TQ, United Kingdom  
**Tel:** ..... +44 191 516 6550  
**Email:** ..... matthew.elliott@eomac.com  
**Website:** ..... www.eomac.com  
 Matthew Elliott, President  
 Steve Gallagher, Sales Manager  
*Cinema fit-out solutions including acoustic systems, seating, construction, screens, and frames.*

**EUROSEATING INTERNATIONAL** ..... **421**  
 Poligono El Ram 11, Ezcaray La Rioja, 26280, Spain  
**Tel:** ..... +34 941 427 450  
**Email:** ..... oscar.garcia@euroseating.com  
 ..... sabina@euroseating.com  
**Website:** ..... www.euroseating.com  
 Sabina Parra  
*Seats for cinemas, theaters, and auditoriums.*

**EZCARAY SEATING** ..... **622**  
 Ctra. Santo Domingo, 49-51, Ezcaray La Rioja, 26280, Spain  
**Tel:** ..... +34 941 354 054  
**Email:** ..... ezcaray@ezcarayseating.es  
**Website:** ..... www.ezcarayseating.es

Jesus Gomez Monge, Export Manager  
 Juan Carlos Saez Gomez, Sales Manager  
*Armchairs for cinemas, theatres, auditoriums, congress halls, etc. Specialists in customized seating.*

**FERCO SEATING SYSTEMS** ..... **612**  
 No. 7, Jalan Sungai Besar 26/7, Section 26, Shah Alam, Selangor Darul Ehsan, 40400, Malaysia  
**Tel:** ..... +6012 5752269  
**Email:** ..... joyce@fercoseating.com  
**Website:** ..... www.fercoseating.com  
 Tim Barr, CEO  
 Sam Chee, General Manager  
*Manufacturing of cinema seating.*

**FLIKO** ..... **721**  
 S. Darius ir S. Gireno 9, Alytus, 62137, Lithuania  
**Tel:** ..... +370 52030089  
**Email:** ..... benas@itsolutions.lt  
**Website:** ..... www.fliko.app  
*Equipment for cinemas.*

**FUNHOUSE ELECTRIC** ..... **205**  
 No. 2188, Xinzha Industrial Park, Zhonglou District, Changzhou, 213000, China  
**Tel:** ..... +86 13813699129  
**Email:** ..... sales@funhouseelectric.com  
**Website:** ..... www.funhouseelectric.com  
 Sam, Sales Director  
 Alan, Sales Manager  
*Specialized sales of digital projection lamps, projectors, used parts and supporting consumables.*

**GDC TECHNOLOGY** ..... **MR 131**  
 C/ Esteve Terradas, 51-55, local 1, Barcelona, 08023, Spain  
**Tel:** ..... +34 935 044 466  
**Email:** ..... michelle.cheng@gdc-tech.com  
**Website:** ..... www.gdc-tech.com  
 Tony Adamson, Senior Vice President  
 Bernard Collard, SVP Sales & Business Development EMEA  
*GDC develops, manufactures, and sells media servers for both cinema projectors and cinema LED screens, content storage systems, cinema enterprise software including theatre management, and advanced cinema automation systems.*

**GOLDEN LINK** ..... **416**  
 6 Depot St., Fulton Square, Washingtonville, NY, 10992-1427, United States  
**Tel:** ..... +1 845 497 7067  
**Email:** ..... alex.pekker@goldenlink.eu  
**Website:** ..... www.goldenlinkeurope.com  
 Jeff Waaland, President  
 Alex Pekker, Managing Director - EMEA  
*Golden Link creates licensed cinema concession merchandise and innovative in-theater promotional products worldwide.*

**GOLD MEDAL PRODUCTS** ..... **405**  
 10700 Medallion Dr., Cincinnati, OH, 45241-4807, United States  
**Tel:** ..... +1 513 769 7676  
**Email:** ..... djgarretson@gmpopcorn.com  
**Website:** ..... www.gmpopcorn.com  
 David Garretson, VP International  
 Evan Trout, Sales Manager - Europe/Africa  
*Leading manufacturer of cinema concession equipment and supplies.*

**GUANGZHOU USIT INNOVATION** ..... **801**  
 Room 404, Block 4, Jinshan Valley No. 1, Dongyi Road Ave 145, Donghuan Street, Guangzhou, 511495, China  
**Tel:** ..... +86 20 8554 6272  
**Email:** ..... fiona@usitcn.com  
 ..... talia@usitcn.com  
**Website:** ..... www.usitseating.com  
 Wang Xin, Sales Director  
 He Shan, Sales Manager  
*Cinema recliners, sofas, leisure chairs and coffee tables.*

**HCBCL** ..... **505**  
 4F Bldg. A, Yougsheng Industrial No. 1018, North Huiyan Rd., Henggang St., Longgang Di, Shenzhen, 518115, China  
**Tel:** ..... +86 755 89348953  
**Email:** ..... georgewong@hcbcl3d.com  
**Website:** ..... www.hcbcl3d.com  
 George Wong, Business Manager  
 Wu Liang Hua, Managing Director  
*3D glasses and polarized systems, cinema technical equipment.*

**HIGH PERFORMANCE STEREO** ..... **615**  
 2033 High Mesa Drive, Henderson, NV, 89012, United States  
**Tel:** ..... +1 702 562 1737

**Email:** ..... johnfallen@hps4000.com  
**Website:** ..... www.hps4000.com  
 John Allen, Founder and President  
*HPS-4000 motion picture sound systems.*

**HONY3D** ..... **305**  
 4th Floor, Building A, No. 7 Jinlaiwang S, Jiayi Industrial Zone, Daping Community, Shenzhen, 518110, China  
**Tel:** ..... +86 755 29045554  
**Email:** ..... hony3d001@hony3d.com  
**Website:** ..... www.hony3d.com  
 Eleven Zhao, Sales Manager  
 Jingang Zhao, Director  
*3D glasses, 3D systems, 3D silver screens.*

**IMAX** ..... **MR 132**  
 2525 Speakman Dr., Mississauga, ON, L5K 1B1, Canada  
**Tel:** ..... +1 905 403 6444  
**Email:** ..... jhamidu@imax.com  
 ..... mparis@imax.com  
**Website:** ..... www.imax.com  
 Giovanni Dolci, Chief Commercial Officer & EVP  
 John Schreiner, SVP, Theatre Development, EMEA & CIS  
*IMAX is a global leader in entertainment technology, delivering immersive cinematic experiences through proprietary software, architecture, and projection systems.*

**INORCA SEATING** ..... **302**  
 Calle 18 #118-85, Cali, 760031, Colombia  
**Tel:** ..... +57 602 489 6999  
**Email:** ..... coordinadormbs3@inorca.com.co  
**Website:** ..... www.inorca.com  
 Luz Stella Manrique, Commercial Manager  
 Carolina Trujillo, Key Account Manager - EMEA  
*Cinema seating solutions with 70 years of experience, quality manufacturing, technology, and passion for excellence.*

**JIMMY PRODUCTS BV** ..... **118**  
 P.O. Box 9101, Rotterdam, 3007 AC, Netherlands  
**Tel:** ..... +31 18 6615352  
**Email:** ..... annette@jimmys.eu  
 ..... laura@jimmys.eu  
**Website:** ..... www.jimmys.eu

Willelm Verbruggen, Sales Manager  
 Daniël Metselaar, Senior Account Coordinator  
*Producers and distributors of JIMMY'S Popcorn & JIMMY'S Nacho Products.*



## CINEEUROPE 2026 BOOTH LISTINGS

### **KELONIK CINEMA SOUND .....512**

C/ Badajoz 159 Bis., Barcelona, 08018, Spain  
**Tel:** ..... +34 93 3004361  
**Email:** ..... sk@kelonik.com  
**Website:** ..... www.kelonik.com  
Pascal Mabile, KCS Business Development  
David Veiga, Sales Manager  
*Integration and post-sale services of digital and analogic projection and sound equipment. Manufacturer of K.C.S. loudspeakers.*

### **LARS .....722**

Swierkowa 14, Niepruszewo, 64-320, Poland  
**Tel:** ..... +48 61 840 40 43  
**Email:** ..... zuzanna.jablonska@lars.pl  
**Website:** ..... www.lars.pl  
Iga Kania, Chief Operations Officer  
Agata Kruska, Lighting Specialist  
*LED profiles for cinemas.*

### **LEADCOM SEATING .....222**

14/F Yinhui Bldg, No. 117 Longyi Rd., Tianhe District, Guangzhou, 510635, China  
**Tel:** ..... +86 20 856 26682  
**Email:** ..... marketing2@leadcomseating.com  
**Website:** ..... www.leadcom.cc  
Zoe Zhang, Marketing  
Alexander Sun  
*Cinema seating manufacturer.*

### **LED-LUME .....716**

ul. Bukowa 55G, Walerianowo, 62-052, Poland  
**Tel:** ..... +48 604550547  
**Email:** ..... alicja@ledlume.pl  
**Website:** ..... www.ledlume.pl  
Alicja Roslan-Gozdecka, Owner  
Lina Janiszek, Manager  
*Cinema LED lighting.*

### **LIGHTING TECHNOLOGIES INTERNATIONAL .....516**

13700 Live Oak Avenue, Baldwin Park, CA, 91706, United States  
**Tel:** ..... +1 626 480 0755  
**Email:** ..... jana.daberkow@ltilighting.com  
**Website:** ..... www.ltilighting.com  
Ana Simonian, President Global Sales  
Jana Daberkow, Area Sales Manager EMEA  
*Delivers Xenon lighting solutions for cinema, entertainment and industrial applications, offering unique Xenon lamp recycling program.*

### **LINO SONEGO INTERNATIONAL SEATING .....602**

Via Ressel, 25, Pianzano di Godega di Sant' Urbano, 31010, Italy  
**Tel:** ..... +39 0 438 430026  
**Email:** ..... isabella@linosonego.it  
..... commerciale3@linosonego.it  
**Website:** ..... www.linosonego.it  
Fabio Sonego, CEO  
Isabella Galet, Executive Manager  
*Design and production of seating for cinemas, stadiums, theatres and auditoriums.*

### **MAG CINEMA .....408**

Str. Merezhnaya, 2, Bila Tserkva, 09112, Ukraine  
**Tel:** ..... +32 472630212  
**Email:** ..... jerome.michel@mag.audio  
**Website:** ..... www.mag.audio  
Jérôme Michel, CSO  
James Salamon, Business Development  
*Cinema sound systems manufacturer.*

### **MDI .....MR M220**

1440, Raoul-Charette, Joliette, QC, J6E 8S7, Canada  
**Tel:** ..... +1 450 755 3795  
**Email:** ..... g.touchette@mdi-innovations.com  
**Website:** ..... www.mdi-innovations.com  
Francois Barrette, President  
Jean-Francois Gagnon, Senior Vice President  
Sales & Marketing  
*MDI manufactures premium large projection screens, frames, and motorized screen systems for the cinema industry.*

### **MOVING IMAGE TECHNOLOGIES .....603**

17760 New Hope Street, Suite B, Fountain Valley, CA, 92708, United States  
**Tel:** ..... +1 714 751 7998  
**Email:** ..... francoisg@movingimagetech.com  
..... scott@movingimagetech.com  
**Website:** ..... www.movingimagetech.com  
Francois Godfrey, President & COO  
Scott Hanlon, Vice President of Sales  
*Manufacturer and dealer of projection & audio equipment.*

### **MULTIVISION SCREENS .....215**

Rue du Stordoir 67, Gemboux, 5030, Belgium  
**Tel:** ..... +32 81 61 49 99  
**Email:** ..... alb@multivisionscreens.com  
**Website:** ..... www.multivisionscreens.com  
*Screens/projectors.*

### **NATAIS .....306**

Domaine de Villeneuve, Bezeril, 32130, France  
**Tel:** ..... +33 562626060  
**Email:** ..... j.weltz@popcorn.fr  
**Website:** ..... www.popcorn.fr  
Andreea Stanciu, Export Sales Representative  
David Salazar, Export Sales Representative  
*Popcorn.*

### **NEODAY BV .....324**

Magazijnstraat 13, Tilburg, 5038 BR, Netherlands  
**Tel:** ..... +31 13 767 6075  
**Email:** ..... onur.mete@neoday.com  
..... melis.tumturk@neoday.com  
**Website:** ..... www.neoday.com  
Jurgen Swaans, Founder  
Kim van der Zande, CCO  
*Loyalty software.*

### **NEXGEN FABRICS .....605**

C-26, Vasundhara, Sector-12, Ghaziabad, UP, 201012, India  
**Tel:** ..... +91 7827060424  
**Email:** ..... shreya@nexgenfabrics.com  
**Website:** ..... www.nexgenfabrics.com  
Sneha Jain, Director  
Shreya Singh, Marketing Manager  
*Fabric manufacturing, acoustic solutions, and carpets.*

### **PCO GROUP GMBH .....312**

Hupfleitenweg 8, Garmisch-Partenkirchen, 82467, Germany  
**Tel:** ..... +49 8821 950171  
**Email:** ..... dietmar.wellenstein@pco-group.com  
**Website:** ..... www.pco-group.com  
Stefan Lemke, CEO  
Bernhard Wettlaufer, CEO  
*Popcorn, slush, nachos, Pick & Mix, promotions, equipment.*

### **POSITIVE CINEMA .....611**

Ul. Przybyszewskiego 176/178, Lodz, 93-120, Poland  
**Tel:** ..... +48 426808000  
**Email:** ..... epacholska@lisisoftware.pl  
**Website:** ..... www.lisisoftware.pl  
Petr Gieraltowski, Extract Design  
Artur Bobrek, Key Account Manager  
*Software developer for retail applications. Producers of proprietary ERP-class system (Enterprise Resource Planning).*

### **PREFERRED POPCORN .....702**

1132 9th Rd., Chapman, NE, 68827-2753, United States  
**Tel:** ..... +1 308 986 2526  
**Email:** ..... jayne.davis@pfgc.com  
**Website:** ..... www.preferredpopcorn.com  
Thomas Peace, Director of Sales  
Moe Kitagawa, International Sales Manager  
*A full service provider of quality bulk & microwave popcorn along with a complete line of concessionary supplies.*

### **PRES GLOBAL LTD .....124**

2 Sheshet Hayamim, Benei Brak, 608500, Israel  
**Tel:** ..... +972 3 6610088  
**Email:** ..... bar.k@pres.global  
**Website:** ..... www.pres.global  
Bar Kamiel, VP Product  
Ben Golan, CTO  
*Ticketing system.*

### **PRIME SEATING S.L .....216**

Paseo de la Castellana 194, Madrid, 28046, Spain  
**Tel:** ..... +34 684786856  
**Email:** ..... administracion@prime-seating.com  
**Website:** ..... www.prime-seating.com  
*Seating.*

### **PROCELLA AUDIO .....MR 120**

Rivaweg 1/02, Dentergem, 8720, Belgium  
**Tel:** ..... +31 6 20513141  
**Email:** ..... ignace.rombaut@procella.audio  
..... gerard.brouwer@procella.audio  
Ignace Rombaut, CEO  
Wim Buyens, Chairman  
*Audio technology, speakers/subwoofers/amplifiers, and LED.*

### **QINGDAO FUJI ACOUSTICS PRODUCTS .....210**

113-102, No. 702 Shanhe Rd., Chengyan District, Qingdao, Shandong, 266108, China  
**Tel:** ..... +86 13905326434  
**Email:** ..... qdfyzh@vip.163.com  
**Website:** ..... www.qdfysx.com  
Hong Zhao, General Manager  
Ady Li, Manager  
*Flame retardant acoustical decoration materials and interior aesthetic & functional design, project installation & instruction.*

### **QSC EMEA GMBH .....618**

1675 Macarthur Blvd., Costa Mesa, CA, 92626-



## CINEEUROPE 2026 BOOTH LISTINGS

1440, United States

**Tel:** ..... +1 714 754 6175

**Email:** .....julene.brown@qsc.com

**Website:** .....www.qsc.com

Ulf Qvicklund, Cinema Sales Manager  
Linden Greenstreet, Solutions Architect  
*Cinema audio solutions, multiplex audio, video and control solutions.*

### SAMSUNG ELECTRONICS (UK) LTD. .... MR 125

Samsung House, 2000 Hillswood Drive, Chertsey, Surrey, KT16 0RS, United Kingdom

**Tel:** ..... +44 1932 455 000

**Email:** .....e.cassells@samsung.com

**Website:** .....www.samsung.com/displaysolutions

Alain Chamailard, Director of Cinema  
Dom Denis

*Samsung Onyx represents the future of cinema. As the world's first cinema LED display, Onyx takes you beyond the ordinary with its true black and vivid colour presentation, delivering a cinematic experience unlike anything you have seen before. With Onyx, cinema content is out of this world.*

### SEVERTSON SCREENS ..... 406

41502 N. Schnepf Rd., San Tan Valley, AZ, 85140, United States

**Tel:** ..... +1 480 610 5155

**Email:** .....dan@severtsonscreens.com

.....toby@severtsonscreens.com

**Website:** .....www.severtsonscreens.com

Daniel Maxwell, Vice President, Cinema Screens  
Toby Severtson, President  
*Cinema projection screens.*

### SHARP DISPLAY SOLUTIONS EUROPE ..... MR 118

Landshuter Allee 12-14, Munich, 80637, Germany

**Tel:** ..... +49 8999699 0

**Email:** .....daniela.steinhardt@sharp.eu

**Website:** .....www.sharpcdisplays.eu

Jens Kayser, Head of Sales Cinema Solutions  
EMEA + Information  
Adam MacDonald, Sales Manager Cinema  
Solutions EMEA + Information  
*Digital cinema solutions, cinema projectors.*

### SHENZHEN TIMEWAYING TECHNOLOGY ..... 802

Room 1513, 15/F, Jinqi Zhigu Bldg, Taoyuan Rd., Nanshan District, Shenzhen, 518000, China

**Tel:** ..... +86 138 2313 0013

**Email:** .....jameswu@timewaying.com

**Website:** .....www.timewaying.com

Ivy Tang, Marketing Manager

James Wu, Sales Director

*Discover HeyLED's four DCI-certified direct view LED cinema screens for professional cinemas.*

### SIMKO SEATING ..... 212

BESOB Industrial Area, 3. St., No: 11, Kestel / Bursa, 16450, Turkey

**Tel:** ..... +90 224 211 07 00

**Email:** .....tolga.perveroglu@simko.com.tr

**Website:** .....www.simkoseating.com

Yavuz Selim Afacan, Board Member  
Tolga Perveroglu, Digital Marketing Manager  
*Cinema seating manufacturer, VIP recliners, luxury cinema chairs, cinema sofas.*

### SKEIE AS ..... 506

Moseidveien 13, Stavanger, 4033, Norway

**Tel:** ..... +47 48300505

**Email:** .....ks.rasmussen@skeie.com

**Website:** .....www.skeie.com

Kim Rasmussen, VP of International Sales  
Kolbjørn Kalsås, Sales Manager Scandinavia  
*Fixed seating / cinema seating.*

### SMAX FURNITURE TECHNOLOGY ..... 718

7/F Heye Smart Center, Xiaofeng High Tech Industry Park, Anji, Zhejiang, 313300, China

**Tel:** ..... +86 66 13391 123

**Email:** .....jacksonwang@smaxfurniture.com

**Website:** .....www.smaxfurniture.com

Jackson Wang, CEO  
Nina Wang, Global Assistant  
*Seating.*

### STRONG TECHNICAL SERVICES ..... 617

14565 Portal Circle, Ste. 106, LaVista, NE, 68138, United States

**Tel:** ..... +1 402 829 8410

**Email:** .....travis.henning@strong-tech.com

.....Rae.slaughter@strong-tech.com

**Website:** .....strong-tech.com

### TAPOS ..... 507

Enterprise Centre, Alton Road Industrial Estate, Ross-On-Wye, Herefordshire, HR9 5NB, United Kingdom

**Tel:** ..... +44 1989 567474

**Email:** .....a.roe@jacro.com

**Website:** .....www.taposapp.com

Alan Roe, CEO  
Sophie Doherty, Business Development – UK,

Europe & APAC

*TAPOS is more than just point-of-sale. Trust TAPOS for CRM, marketing, sophisticated F&B, stock management, forecasting and more.*

### TF CREATION – VELTO ..... 322

1 Ter Grande Rue, Torvillers, 10440, France

**Tel:** ..... +33 325 80 74 99

**Email:** .....infos@velto.fr

**Website:** .....www.velto.fr

Manuel Moreno, Sales Manager  
Antoine de Villoutreys, CEO  
*Fire retardant fabrics for seats and curtains.*

### TRINNOV AUDIO ..... 202

5 Rue Edmond Michelet, Neuilly-Plaisance, 93360, France

**Tel:** ..... +33 0 1 84 23 0688

**Email:** .....aneta.armova-levin@trinnov.com

**Website:** .....www.trinnov.com

Michael Babb, Cinema Technical & Sales Manager  
Antoine Selle, Head of Sales – Pro Audio  
and Commercial Cinema  
*Digital cinema sound processor.*

### UNIVERSUM CONSTRUCTION ..... 307

Polna 13, Kielce, 25-313, Poland

**Tel:** ..... +48 518 303 848

**Email:** .....office@universum-construction.com

**Website:** .....www.universum-international.com

Piotr Zurowski, Director  
Magdalena Kwiatek, Project Coordinator  
*International construction company.*

### USHIO EUROPE ..... 402

Nonnendammallee 44, Berlin, 13629, Germany

**Tel:** ..... +49 8094 906 0

**Email:** .....chiara.cimolino@ushio-ine.com

**Website:** .....www.ushio.eu

Job van der Heijden  
Thomas Haider  
*Xenon projection lighting.*

### USHIO INE GMBH ..... 502

Nonnendammallee 44, Berlin, 13629, Germany

**Tel:** ..... +49 30 33 86 0

**Email:** .....chiara.cimolino@ushio-ine.com

**Website:** .....www.ushio-ine.eu

Ebru Sarikaya, Head of Global Marketing,  
Ushio INE MK  
Chiara Cimolino, Marketing, Ushio INE MK  
*Projection lamps.*

### VIP-KLS ..... 501

101 Industrial Drive, New Albany, MS, 38652, United States

**Tel:** ..... +1 662 255 3555

**Email:** .....jfennell@vipluxuryseating.com

**Website:** .....www.vipluxuryseating.com

Julien Marcel, President  
Adam Peterson  
*Luxury reclining theatre seats.*

### VISTA GROUP (NZ) LIMITED ..... MR 122 & 130

Shed 12, City Works Depot, 90 Wellesley St. West, Auckland, 1010, New Zealand

**Tel:** ..... 0210560819

**Email:** .....georgia.culverwell@vista.co

**Website:** .....www.vista.co

Matthew Liebmann, Chief Product,  
Innovation & Marketing Officer  
Marcel Wolf, VP of Sales & Partnerships EMEA  
*We provide leading tech solutions for the global film industry. From production and distribution to exhibition and the moviegoer, our innovative range of complementary products connects the film industry and powers exceptional moviegoing experiences.*

### WEAVER POPCORN BULK ..... 211

881 3rd Avenue SW, Carmel, IN, 46032, United States

**Tel:** ..... +1 317 358 7118

**Email:** .....lauren.mugavin@popweaver.com

**Website:** .....www.weaverpopcornbulk.com

Lauren Mugavin, Sales  
Matt Dean, VP of Sales  
*Bulk popcorn products.*

### XFD XIAMEN MACHINERY TECHNOLOGY ..... 808

No. 58 Tong Ming Rd., Tongan District, Xiamen, Fujian, 361100, China

**Tel:** ..... +86 15960236006

**Email:** .....binochen@xfdpopcorn.com

**Website:** .....www.xfdpopcorn.com

Bino Chen, General Manager  
Cathy Chen, Sales Director  
*We invented the first induction popcorn machine, which is the most advanced in the popcorn industry.*

# NEW PRODUCTS

## NEW PRODUCTS 2026

### 4D E-MOTION / LUMMA Booth 301

Lumma is celebrating the 10th anniversary of our 4D E Motion technology in the movie theatre industry. To mark this milestone, we are proud to introduce our latest game-changing upgrade: Interconnectable Modules: a new generation designed to simplify installation and reduce auditorium



overhaul costs.

- **Daisy-Chain Connectivity:** Engineered for faster deployment and highly flexible auditorium configurations.
- **Optimized Resource Management:** Cuts pre-installation costs by up to 70% and reduces overall installation time by up to 30%.
- **Maximum Versatility, Minimum Requirements:** Seamless recliner replacement that requires zero structural modifications to the auditorium.
- **3x Extended Consumables Lifespan:** A brand-new effect system designed to drastically prolong replacement cycles.

### THE AIRSCREEN COMPANY Booth 204

**Discover the AIRSCREEN® nano 2.00m x 1.10m, a flexible addition to outdoor movie experiences.**

The AIRSCREEN® nano 2m is specifically designed to bring an intimate and



captivating cinematic experience to your events and special occasions whether they take place outdoors or indoors. We created a compact screen that can be conveniently installed in any area, where larger screens would be impractical. Picture this: movie nights by the pool, on the beach, rooftop terrace or onboard superyacht. The possibilities are endless!



### AMPETRONIC LTD. | LISTEN TECHNOLOGIES Booth 223

Auri™, powered by Ampetronic and Listen Technologies, is a professional assistive listening solution designed for modern cinema environments, using Auracast™ broadcast audio to deliver high-quality, low-latency sound directly to compatible listening devices. Installed within the cinema AV system, Auri™ enables audio to be transmitted from the screen to an unlimited number of listeners, supporting hearing aids, cochlear implants, earbuds, and dedicated receivers.

By allowing guests to use their own devices or venue-provided receivers, Auri™ improves audio accessibility while reducing reliance on shared equipment. It integrates alongside existing systems, offering cinemas a flexible, scalable approach to inclusive audio and future-ready accessibility.



### BARCO Meeting Room 111 and TERRACE mFusion ICMP-XS: Powering the next generation of cinema operations

The Barco mFusion ICMP-XS brings together media server functionality, advanced audio processing, and streaming capabilities into a single, high-performance solution. Designed to simplify operations, it enables faster ingest speeds, simultaneous content workflows, and greater flexibility in managing content across screens.

With support for high frame rate playback, immersive audio formats, and scalable NVMe storage, mFusion delivers



the performance required for modern cinema environments. By reducing system complexity while increasing capability, it provides operators with a more efficient, reliable, and future-ready foundation for content playback and management.

### Smart Amplifier: Scalable sound, optimized through integration

The Barco Smart Amplifier is designed to deliver consistent, high-performance audio across a wide range of cinema environments. With flexible configurations and high output power, it adapts to different auditorium sizes while maintaining clarity and control.

Its full potential is unlocked when paired with the Barco mFusion ICMP-XS. Together, they create a tightly integrated audio and processing solution that simplifies setup, reduces hardware dependencies, and improves overall system efficiency.



### myCinema: Smarter fleet management

myCinema is Barco's cloud-based fleet management platform, developed to support more efficient and connected cinema operations, offering the visibility and control needed for more data-driven and reliable cinema operations.

At its core, myCinema is designed to centralize essential functions and information such as fleet and license management, giving exhibitors clear

## NEW PRODUCTS 2026

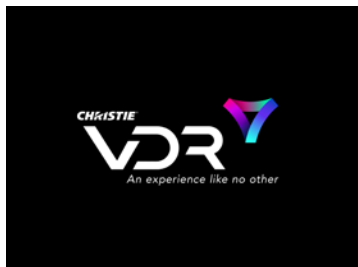
visibility and control over their Barco install base.

Through centralized monitoring and control, myCinema will allow exhibitors to track system performance and gain actionable insights, enabling proactive maintenance and faster issue resolution, reducing downtime and improving operational consistency across multiple locations.

### CHRISTIE

#### Meeting Rooms 133 & 134

Christie® VDR™ enables CineLife+™ RealLaser™ projectors to deliver best-in-class contrast and energy efficiency. Exhibitors no longer need choose whether they want to save money or provide a quality visual experience. VDR does both with an easy software update that prolongs the life of their investment by up to 75,000 hours. VDR reduces laser energy consumption



by 30%, significantly lowering the cost of operation for exhibitors. And it enriches the immersive and dramatic feeling for audiences by delivering up to 10,000:1 contrast. So, the only question left is, are you VDR ready?

The new CP4410m-RGBH brings the latest Christie® Phazer™ illumination technology to small screen cinemas, boothless applications, and post-production houses. The RGBH models are designed



to bridge the gap between Xenon and laser illumination for cinema by eliminating speckle and retaining the familiar light of Xenon. These compact, quiet, dual-laser system projectors offer a better cinematic experience to all small-to-medium sized auditoriums, including those equipped with high-gain screens. The CP4410m-RGBH is ready to light screens requiring 10,000 lumens with best-in-class energy efficiency and clear, consistent visuals to keep costs low for exhibitors and drama high for audiences.

### CINÉ DIGITAL Booth 221

**Manage your content (trailers, advertising packs, CPL) in one place and for an entire cinema circuit with Ciné Manager v5.**

Ciné Manager v5 is a SaaS solution responsive to your smartphone, tablet or computer.  
—Forget creating and scheduling playlists, Ciné Manager v5 takes care of it  
—Prevent breakdowns of your projection equipment



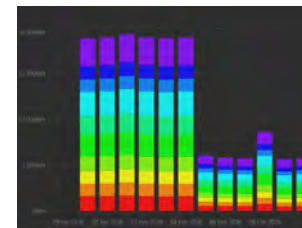
## NEW PRODUCTS 2026



—Spot missing content or expired KDM in a snap  
—Manage the projection booths of several theaters from the same interface  
—Don't worry, this new robust architecture relies on a local hardware server

### CINEMANEXT Booth 518 & Meeting Room M217 PAA40+ Automation Adaptor

The PAA40+ Automation Adaptor is the latest generation of CinemaNext's automation platform, designed to simplify booth operations, reduce energy consumption, and provide greater control over cinema equipment and facilities.



- **Remote and schedule-based** power cycling for booth equipment
- **Integration** with major TMS platforms for schedule-driven automation
- **Energy savings** of up to 70%, depending on site configuration and operating practices
- **Energy monitoring** across 12 electrical circuits
- **Automated** weekly and monthly power consumption reports
- **DALI integration** for auditorium lighting control
- **Event logging** and diagnostics
- **Custom macro creation** for advanced automation workflows
- **Seamless migration** from PAA20+ and Jnior with compatible command structures
- **Intuitive web-based interface** for remote management
- **Integrated LCD display** for local control and troubleshooting

NextTicketing									
Tickets Pricing Overview									
NextTicketing Tickets									
ID	Name	Screen	Equipment	Site	Status	Priority	Completion		
000001	Green Log	1	1000000000	1000000000	OK	High	2024-08-08 10:00	100%	100%
000002	Red Cinema Post Test	1	1000000000	1000000000	OK	High	2024-08-08 10:00	100%	100%
000003	Green Log	1	1000000000	1000000000	OK	High	2024-08-08 10:00	100%	100%
000004	Green Log	1	1000000000	1000000000	OK	High	2024-08-08 10:00	100%	100%
000005	Green Log	1	1000000000	1000000000	OK	High	2024-08-08 10:00	100%	100%
000006	Green Log	1	1000000000	1000000000	OK	High	2024-08-08 10:00	100%	100%
000007	Green Log	1	1000000000	1000000000	OK	High	2024-08-08 10:00	100%	100%
000008	Green Log	1	1000000000	1000000000	OK	High	2024-08-08 10:00	100%	100%

### NextSuite Ticketing

The first release in CinemaNext's new suite of software tools, NextSuite Ticketing is designed to streamline how technical teams handle incidents and service requests—ensuring nothing gets lost, delayed, or overlooked:

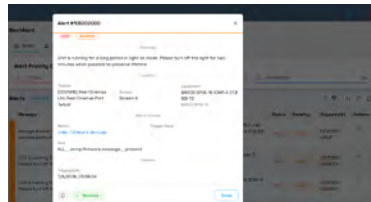
- **Smart Device Selection:** Quickly identify impacted devices using a pre-installed database
- **Issue Tracking:** Each issue is logged with a unique ticket ID for clear traceability
- **Prioritisation:** Classify tickets by



## NEW PRODUCTS 2026

urgency

- **Team Assignment:** Assign tickets to the right technician or department
- **Status Monitoring:** Follow ticket progress
- **Internal Communication:** Add notes and updates for seamless team collaboration
- **File Attachments:** Easily attach photos, PDFs, or other documents to tickets



### NextSuite Alerting

Stay ahead of technical issues with NextSuite Alerting, CinemaNext's real-time monitoring and notification platform for projectors, servers, and sound processors.

- **Instant alerts** via Telegram or email
- **Proactive issue tracking** and resolution management
- **Customizable alert severity** and notification settings
- **Site-to-team assignment** for faster response times
- **Unified dashboard** providing global visibility across all sites
- **Flexible notification** rules tailored to your operations

### CHEETOS POPCORN

#### Booth 706

Bring a cheesy, delicious crunch to a cinema icon. Light, fluffy popcorn dusted with Cheetos real cheese seasoning and mixed with Crunchy Cheetos for an extra punch of bold, cheesy crunch!

With consumers craving new flavors and experiences, Cheetos Popcorn unlocks fresh growth by reinventing the cinema snack experience, transforming a classic into a craveable, must-have indulgence. Part of the PepsiCo portfolio.



### EUROSEATING INTERNATIONAL

#### Booth 421

##### Prince Recliner R10 with table

Premium recliner designed to elevate the cinema experience in VIP and premium auditoriums. It features an electric



## NEW PRODUCTS 2026

reclining system, integrated footrest, and an additional table, offering maximum comfort and functionality for the viewer. Its ergonomic design and extensive customization options make it the ideal solution for cinemas looking to deliver a truly differentiated experience.

### Diamond V05

A seating model specifically developed for cinemas seeking to combine contemporary design with long-lasting comfort. The Diamond V05 stands out for its elegant lines, excellent ergonomics, and high durability for intensive use. Fully customizable, it adapts seamlessly to different auditorium concepts, bringing style and quality to every cinema project.



### FERCO SEATING SYSTEMS

#### Booth 612

##### Verona Zero Wall Zero Gravity

The Verona Zero Wall Zero Gravity is a masterful design crafted to optimize space while delivering a premium guest experience. Engineered for modern cinemas, its Zero Wall movement allows the seat to recline entirely within its own footprint. This flush-to-wall design ensures a perfect fit for restricted row depths, enabling operators to maximize square footage efficiently. Simultaneously, the single mechanism transitions seamlessly into a Zero Gravity position, providing a sensation of weightlessness for long-duration viewing comfort. Unlock your cinema's full potential, elevate your guests, and redefine the VIP experience with this ultimate seating solution.

## Next Generation Frozen Machine

- Frozen Media Built-in\*
- 4K High Refresh Rate / 245 Hz Screen
- LED Ambient Bowl Lighting
- Digital Price Point & Flavour Labels\*
- Remote Ice Screen Video and Pricing Upload\*
- Auto Fill System



## NEW PRODUCTS 2026



### Trento Zero Gravity

Introducing the Trento Zero Gravity by Ferco Seating. Designed for the definitive cinema experience, it features a unique 3-piece backrest that provides triple immersion through specialized head, back, and lumbar support. To further elevate the VIP environment, operators can customize the seat with integrated USB charging ports and swivel tables. Deliver an unparalleled premium experience and maximize guest comfort with Trento Zero Gravity.

### GDC TECHNOLOGY

#### Meeting Room 131

#### TRICORNE PREMIUM LED Fully Acoustically Transparent True HDR LED Cinema

The TRICORNE PREMIUM LED, an acoustically transparent HDR LED display, is at the forefront of delivering unmatched visual and audio quality. Paired with the GDC HDR LED Media Server, it has achieved DCI CTP v1.5.0 Direct View HDR certification, meeting Hollywood's DCI standards for HDR, HFR and 3D playback performance. Featuring a fully perforated design, the TRICORNE PREMIUM LED allows loudspeakers to be positioned directly behind the screen, enabling direct sound delivery from the display. Available in various screen sizes from 7 m (23 ft) to over 30 m (98 ft), with both flat and curved options, TRICORNE PREMIUM LED is perfect for a wide range of auditorium designs. Its flexible, scalable design allows

for stunning floor-to-ceiling and wall-to-wall visuals, creating an unforgettable visual experience.

As of January 1, 2026, GDC powers approximately 70% of global LED cinema installations. Since its launch last April, adoption has expanded worldwide, including Europe's first and largest fully acoustically transparent LED cinema in Madrid, Spain.



#### GDC AIB-4000 – 64-Channel DTS:X for IAB Cinema Processor Supporting SMPTE IAB Standards

Introducing the AIB-4000 DTS:X for IAB cinema processor, specially designed for premium large format (PLF) auditoriums. It is designed to work with all major DCI media servers and natively supports the IAB immersive audio standard (SMPTE ST 2098-2). Fully compatible with Dante and AES67 protocols, it can handle up to 64 channels of network audio. Its advanced architecture simplifies installation while providing a rich, three-dimensional sound environment. The debut of the AIB-4000 highlights a decade of partnership between GDC Technology and DTS, demonstrating their joint dedication to developing immersive cinema audio technologies.

**Website:** [www.gdc-tech.com](http://www.gdc-tech.com)



## NEW PRODUCTS 2026

### HCBL

#### Booth 505

#### HCBL High Efficiency 3D SYSTEM CH600LASER (For all RGB LASER Projectors)

The HCBL-CH600LASER is a top-tier 3D system that seamlessly integrates with all RGB laser cinema projectors. This one-time investment ensures that your premium auditorium delivers a superior 3D cinema experience compared to standard options.

We invite you to visit HCBL and discover the optimal solutions for premium cinema upgrade. We look forward to seeing you at booth 505!



### INORCA

#### Booth 302

**ROR Biphase with Aurora** backrest redefines cinema comfort with a sleek, elegant silhouette. Biphase, Inorca's



new reclining mechanism powered by a single motor, delivering smooth, effortless movement with maximum reliability. Featuring an integrated tray table, cup holder, and refined quilted detailing, it combines premium aesthetics with functionality.



**Roma Boutique** is a fixed-back tandem seat designed for cinemas that seek elegance and warmth. Its velvet-like upholstery gives it a sophisticated, vintage-inspired look that elevates any auditorium. Featuring independent side tray tables and cup holders on each armrest, it balances style with practical comfort. A refined seating experience for audiences who appreciate the finer details.

### JIMMY'S PRODUCTS BV

#### Booth 118

JIMMY'S Popcorn introduces two innovative flavour concepts designed to elevate the cinema snacking experience. **Sweet Chili** combines a distinctive balance of sweetness and subtle spice, offering a bold and contemporary flavour profile that stands out within the popcorn category. **Churros** brings the popular taste of the iconic Spanish pastry to popcorn, blending warm cinnamon sweetness with JIMMY'S signature crunch. Both flavours respond to growing

## NEW PRODUCTS 2026



with 2, 4, and 8 Ohms loads, it delivers between 400 W per channel and up to 1600 W in bridged mode. This makes it an ideal choice for a wide range of professional cinema configurations. The amplifier also features a real-time alert system, allowing remote monitoring of operational status to ensure maximum reliability and simplified maintenance. Rugged, efficient, and innovative, this new model is now available through KCS for advanced cinema installations.

Please contact KCS Sales division for more details.



consumer demand for unique, premium snacking experiences and provide cinemas with differentiated products that drive excitement at the concession stand. Suitable for vegetarians and vegans.

### **KELONIK CINEMA SOUND Booth 512**

KCS proudly introduces its new 4-channel cinema amplifier, designed for high performance and flexibility. Compatible



### **LEADCOM SEATING Booth 222**

**Command Comfort, Redefine Luxury**  
Indulge in uncompromised comfort with **Monarch** cinema recliner, where every element caters to cinematic bliss. Effortlessly adjust your position, keep snacks and drinks within reach on the integrated tray, and sink



## NEW PRODUCTS 2026

into premium upholstery that feels as good as it looks. This is where luxury meets leisure, one film at a time.

### **Where Weightlessness Meets Wonder**

Crafted with a heavy-duty metal frame engineered for lifelong durability, **Maestro** micro zero-gravity recliner delivers uncompromising support in a compact footprint. Its precision-calibrated mechanism adjusts you to a weightless, pressure-relieving position that eases muscle tension and enhances cinematic immersion. Every weld, every joint, is built to withstand years of daily use—ensuring your comfort never wavers, frame after frame.

### **LIGHTING TECHNOLOGIES INTERNATIONAL Booth 516**

Lighting Technologies International's (LTI) recycling program offers a completely free, hassle-free solution for recovering and reusing xenon gas from spent projection lamps helping customers reduce waste, lower costs, and minimize environmental impact at zero expense. By safely extracting and purifying xenon, LTI reduces dependence on newly sourced rare gases while delivering meaningful savings back to theaters and partners. Beyond gas recovery, the program ensures the responsible handling of all lamp materials, preventing hazardous components from entering landfills. With a simple, no-cost return process, LTI makes it easy for customers to participate and achieve their sustainability goals without added effort or expense.

This program reflects LTI's commitment to combining high-performance lighting solutions with environmentally responsible practices delivering value not only through product performance, but through sustainable, cost-saving initiatives for the cinema and entertainment industries.



### **MAG CINEMA Booth 408**

MAG Cinema Showcases New LED Audio and High-Demand Cinema Solutions At CineEurope 2026, MAG Cinema will highlight two key directions. We are expanding our dedicated LED Series with the new LED 108, the fifth model in our range of loudspeaker systems engineered for premium direct-view LED



cinema screens. At the same time, we are strengthening our mainstream offering with two new high-demand solutions for conventional auditoriums: the Q-SUB subwoofer and SCR-215M screen speaker. These launches demonstrate MAG Cinema's commitment to delivering innovative audio solutions for both next-generation LED cinemas and the wider exhibition market. Visit us at Booth #408 in Barcelona this June.  
[www.mag-cinema.com](http://www.mag-cinema.com)

### **MOVING IMAGE TECHNOLOGIES Booth 603**

Moving iImage Technologies is proud to showcase the DCS Digital Cinema Loudspeaker Series at CineEurope 2026.



## NEW PRODUCTS 2026



The DCS family includes SC screen channel, SR surround, SB subwoofers, and Reference Monitors, providing a complete audio solution for modern cinemas, studios, and screening rooms. Acquired from QSC's Digital Cinema product line, DCS products are engineered for exceptional speech intelligibility, dynamic range, and consistent coverage. Designed to support venues of all sizes, from boutique auditoriums to PLFs and immersive audio installations like Dolby Atmos, DCS delivers the performance, flexibility, and reliability exhibitors need for new builds, renovations, and technology refresh projects worldwide.

### NEODAY

#### Booth 324

##### NeoD.AI: Your Loyalty Co-Pilot

NeoD.AI is NeoDay's built-in AI, accessible directly inside the platform portal through a conversational interface. Ask it to explain the ROI on a running campaign, break down how a specific member segment

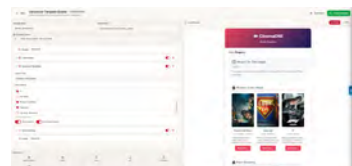
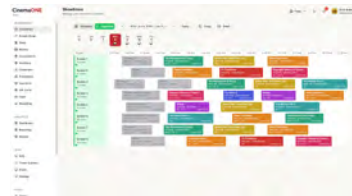


is behaving, or predict how customers will respond to a challenge before it goes live. It reads your program data and returns clear answers without needing a data analyst or custom report. Cinema operators get instant visibility into what is working, what is not, and why, turning loyalty data into decisions that can be acted on the same day.

### POSITIVE CINEMA

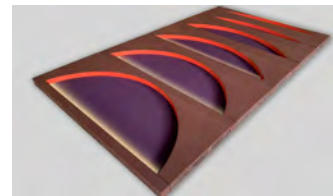
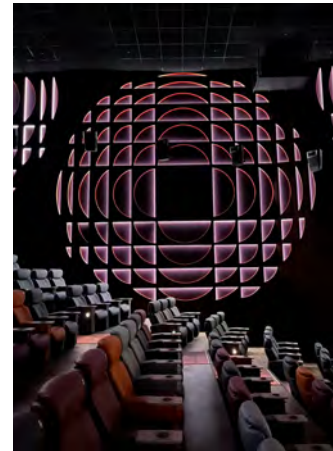
#### Booth 611

POSitive Cinema powers enterprise ticketing and management systems for cinema chains worldwide. CinemaONE brings that same expertise to independent venues and small chains — in a modern, cloud-based platform you can launch



## NEW PRODUCTS 2026

in days. Accessible from any browser, it unifies ticket sales, concessions, scheduling, pricing, reporting, loyalty programs, and marketing newsletters in one interface. Integrated website management, self-service kiosks, and digital signage round out the offer. Modular by design, it scales as your business grows. Enterprise-grade technology, built for the independents.



### QINGDAO FUYI ACOUSTICS

#### Booth 210

Fuyi Acoustics innovative panel combines professional sound absorption with integrated lighting, 3D staggered height design, and multi-color customization on a single panel. Fully pre-assembled in the factory for fast on-site installation, it delivers both superior acoustic performance and

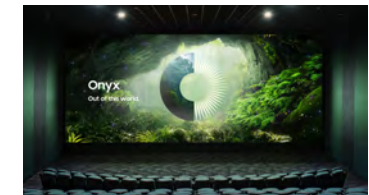
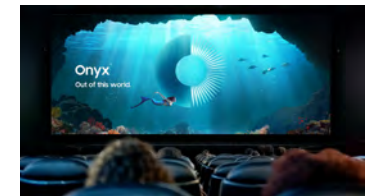
stunning decorative aesthetics for cinema walls.

### SAMSUNG ELECTRONICS (UK)

#### Meeting Room 125

##### Samsung Onyx Cinema LED – Next Generation LED for Every Auditorium Size

Samsung introduces the new 14 metre Onyx Cinema LED, expanding the industry's most advanced family of LED displays for the big screen. The 2026 line up now spans a complete range of pixel pitches and sizes to suit every auditorium: 1.25mm (5m–10m), 2.5mm (10m–14m), 3.3mm (14m–20m) and 5mm (20m to unlimited). Onyx delivers exceptional HDR visuals, perfect uniformity and long lasting performance, redefining the cinema experience for exhibitors seeking premium image quality and operational efficiency.



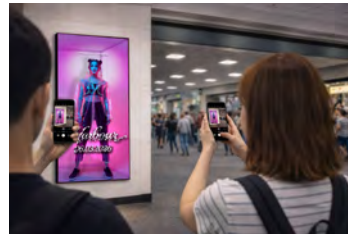
##### Samsung Spatial Display – Immersive 3D Visuals Without Glasses

Samsung's new Spatial Display brings next generation 3D immersion to cinema lobbies and premium auditoriums, delivering lifelike depth and realism without the need for glasses. Powered by advanced AI-



## NEW PRODUCTS 2026

## NEW PRODUCTS 2026



driven rendering, the display transforms traditional 2D content into dynamic 3D visuals that elevate pre show engagement and promotional storytelling. Designed for high impact installations, Spatial Display integrates seamlessly into cinema environments and supports a wide range of content formats. As part of Samsung's expanding cinema innovation portfolio, it enables exhibitors to create memorable, differentiated experiences that captivate audiences from the moment they enter the venue.

### SHENZHEN TIMEWAYING TECHNOLOGY CO. Booth 802

#### Front Access DCI HDR Certified Direct View LED Cinema Screen

Smart design brings zero-compromise cinema quality to premium venues.

HeyLED's front-access design requires no rear service space—install and maintain entirely from the front. Features 4K HDR visuals, DCI-P3 wide color gamut, and

ultra-high contrast that delivers stunning visuals and remarkably stable long-term performance. Patented intelligent mechanical design enables fast, precise setup at every step. The ideal choice for VIP auditoriums, boutique cinemas, luxury private venues, and superyachts. COB/MIP packaging technology ensures a perfectly seamless screen surface, superior thermal management, and exceptional long-term reliability.



#### Acoustic Transparent LED Cinema Screen

True cinema immersion means sound and picture as one. HeyLED's acoustic transparent screen allows audio to pass



clearly through—speakers sit behind the screen, exactly where they belong. Dialogue comes directly from the actor's lips. Explosions burst from the action on screen. With over 23% full-screen transparency, high frequencies stay crisp and sound pressure remains uncompromised, preserving the full dynamic range that audiences expect. DCI certified, it delivers 60,000:1 contrast with true blacks, wide DCI-P3 color gamut, and brilliant HDR brightness that transforms every viewing into a truly unforgettable experience.



#### SIMKO SEATING Booth 212

##### Monstone Ultra Recliner

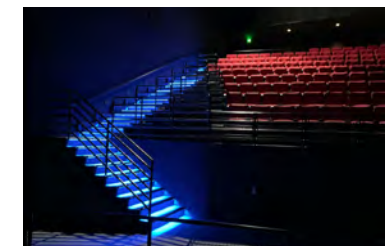
Monstone Ultra Recliner by Simko Seating is created for cinemas that want every seat to feel like a private premiere. Its enclosed side and back structure surrounds the viewer, adding privacy, focus and a stronger sense of luxury. Quilted black upholstery, warm wooden service tables, integrated cupholders and a shared central console give the model a distinctive VIP character. The console can be used for personal belongings, while the rear panels offer space to hang jackets or coats. Monstone Ultra turns a cinema seat into a complete private lounge experience.

#### STRONG TECHNICAL SERVICES Booth 617

**SYNC** - Announcing SYNC by Strong



Technical Services. Our comprehensive suite of cloud services designed to work with leading hardware and software providers. Equipment control, event venue signage, end-of-day routines, playlist creation, dynamic scheduling, asset management, management dashboards, support when you need it, and so much more. Gain deeper insights of your technical needs, without the cost and complexity of building an in-house analytics team. Ask us how to improve your audiovisual experience with SYNC.

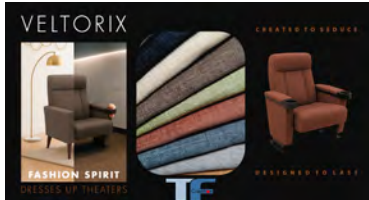


**LightTape** - LightTape employs a completely different technology to traditional LEDs. Comprised of a distinctive form of electroluminescent technology, LightTape is an incredibly efficient flat accent light, with a completely uniform illuminated surface. Other light sources, like LEDs, directionally emit light with a great deal of the desired light either wasted or diffused in order to accomplish even illumination. When comparing the surface brightness of an accent light, there is nothing more efficient than LightTape.



## NEW PRODUCTS 2026

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### TF CREATION – VELTO Booth 322

TF Creation, your specialist in certified fire-retardant fabrics, is pleased to introduce **THE NEW FABRIC INTERIOR DESIGN SPIRIT FROM VELTO. VELTORIX** combines design, performance and modernity. You can find this new fabric at booth 322.



### USIT INNOVATION CO. (GUANGZHOU) Booth 801

**UV-837DC ZG** strikes an ideal balance of exceptional comfort, practical convenience and unique aesthetic style. It comes with an intuitive electric headrest for effortless angle adjustment, paired with triple-layer padded seat cushions. Ergonomically crafted to deliver cloud-like softness and luxurious seating enjoyment. With refined lines and elegant design, it perfectly fits high-end cinemas, VIP lounges and premium entertainment venues, blending comfort, functionality and sophisticated charm seamlessly.

**Backrest:** High-density high-resilience

foam, solid wood + plywood frame with elastic webbing.

**Seat:** Serpentine springs on wood/steel frame, filled with high-elastic spring pack.

**Cover:** Top-grain leather, Half leather, or PU leather.

**Armrest:** Premium steel-wood construction.

**Rack:** High-strength steel, special coating or electroplated finish.

**Motor:** OKIN or quality domestic motor.

### Luxury VIP Cinema Sofa UV-8150

Our UV-8150 recliner perfectly upgrades your home theater and commercial VIP lounge experience. This refined two-seater sofa is exquisitely crafted to combine supreme comfort with sleek functional elegance. Tailored for high-end entertainment venues, it delivers exceptional seating relaxation and stylish aesthetics. As an ideal centerpiece for premium private cinemas and luxury lounge areas, it balances modern design, ergonomic support and durable performance to elevate your entire space grade.

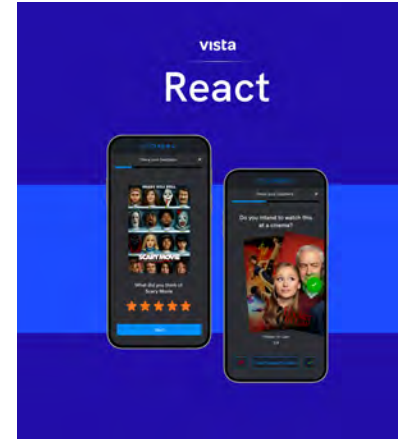
**Backrest:** High-density high-resilience foam, solid wood + plywood frame with elastic webbing.

**Seat:** Serpentine springs on wood frame, filled with high-elastic spring pack.

**Cover:** Velvet fabric

**Armrest:** Premium steel-wood construction.

**Rack:** High-strength steel, special coating or electroplated finish.



### Vista Group (NZ)

#### Meeting Rooms 122 and 130 React by Vista

React, Vista's pulse survey tool, captures moviegoer sentiment and intent and transforms feedback into actionable insights. Designed for exhibitors, React gathers audience reactions immediately after a visit, covering satisfaction with both the movie experience and service, as well as interest in upcoming titles. Results are seamlessly integrated across the Vista Cloud ecosystem, enabling teams to make smarter, forward-looking decisions across marketing, programming, and operations. By turning emotional data into measurable outcomes, React helps cinemas deliver more personalised, engaging experiences that drive

to all of our partners, participating studios, vendors, sponsors, exhibitors and delegates...

Thank You!

for 35 amazing years of cineurope



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