

# Cineworld Group signs deal for 600 movie screens worldwide with Barco laser projectors

Growing international cinema circuit signs Cinionic, the Barco cinema joint venture, for major laser roll-out

**CinemaCon, Las Vegas, Nevada – April 25, 2018** – With Cineworld Group acquiring movie chains at a breakneck pace, the exhibitor is now focused on partnering with a premier cinema solutions provider to deliver unforgettable movie experiences. Cinionic, the Barco cinema joint venture, is the company of choice, offering the industry's best and brightest projectors.

“Cineworld has always believed in being at the forefront of technology in order to provide our customers with the best experience, including the quality of the picture and the light on our big screens. We have been looking into laser projectors for some time now and we are delighted to announce this deal with Barco. Barco has been our partner for many years and it was a natural choice for us to put our trust in them when moving to the next generation of technology,” said Renana Teperberg, Chief Commercial Officer of Cineworld.



## A quality experience beyond the numbers

In addition to the 7,300+ screens in 43 U.S. states it acquired through Regal, Cineworld leads the movie exhibition industry with a globally diversified offering in the United Kingdom, Ireland, Poland, the Czech Republic, Slovakia, Hungary, Bulgaria, Romania and Israel. Over the next three years, the exhibitor will deploy 600 laser projectors - for both new builds and to replace older models in existing sites - selecting from among Barco's expansive portfolio of 18 models, to ensure the perfect match for every screen.

“We are honored to partner with Cineworld and share their passion for innovative cinema concepts and amenities as they venture forth into new markets,” comments Serge Plasch Chief Commercial Officer for Cinionic. “We share their dedication to high-quality, immersive cinema and are prepared to deliver the entire breadth of solutions and services they need to stay on the cutting edge.”

## Learn more about Cinionic at CinemaCon

Join Cinionic in celebrating the pinnacle of cinema entertainment and see how we can help drive your success now and in the future! See us at CinemaCon in the Milano and Neopolitan Rooms at Caesars Palace in Las Vegas, April 23-26.

## PRESS RELEASE

### **About Cinionic**

*Cinionic is transforming cinema, providing comprehensive WOW entertainment solutions to movie exhibitors across the globe. We help turn imagination into reality and ensure peace of mind for our customers by offering innovative services and flexible use of capital for a new era. Combining the technology expertise and heritage of our partners, Cinionic powers exceptional experiences across the entire theater to engage visitors at multiple touchpoints in their cinema journey.*

*Cinionic is a joint venture among Barco, Appotronics, and CFG, with offices in the United States, Belgium, Hong Kong and Mexico; the legal entity is planned to take effect mid-2018. Visit [www.cinionic.com](http://www.cinionic.com) and follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) or [YouTube](#) for more info.*

### **About Cineworld Group**

*Cineworld Group was founded in 1995 with its roots going back to 1930 through the combination with Cinema City in 2014. In December 2017, Cineworld acquired US cinema chain Regal Entertainment Group. Following completion of the deal in February 2018, the enlarged Group became the second largest cinema chain in the world, with 9,538 screens across the US and Europe. Cineworld is operating cinemas today in ten countries: the US, the UK, Ireland, Poland, Romania, Israel, Hungary, Czech, Bulgaria and Slovakia, covering a market of approximately 500 million people. The acquisition of Regal provides Cineworld with a major presence in the US cinema market, the largest box office market in the world. Cineworld's primary brands are Regal (in the US), Cineworld and Picturehouse (in the UK & Ireland), Cinema City (throughout Europe) and Yes Planet (throughout Israel).*

*We believe that the size, reach and quality of Cineworld's theatre circuit provides its patrons with a convenient and enjoyable movie-going experience. We are committed to being 'The Best Place to Watch a Movie!' More information can be found at [www.cineworld.com](http://www.cineworld.com)*

### **About Barco**

*Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, we develop visualization and collaboration solutions to help you work together, share insights, and wow audiences. Our focus is on three core markets: Enterprise (from meeting and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2017, we realized sales of 1.085 billion euro. We have a team of 3,600 employees, located in 90 countries, whose passion for technology is captured in 400 granted patents.*

*For more information, visit us on [www.barco.com](http://www.barco.com), follow us on [Twitter](#) (@Barco), [LinkedIn](#) (Barco), [YouTube](#) (BarcoTV), or like us on [Facebook](#) (Barco).*

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