

Y M A G I S

www.YMAGIS.com

*Digital Cinema
for All Exhibitors*



▶ YMAGIS

The only European independent company exclusively dedicated to Digital Cinema

Presenting Digital Cinema solutions since 2007

Formed by a team of executives and experts from the Film, Cinema and IT industries

With headquarters in Paris and offices in Barcelona and Berlin

Market leader in France and Benelux, YMAGIS completed the first VPF-based deployments in Belgium, Spain, Luxemburg and Germany

▶ YMAGIS model

- ▶ Tailored solutions for cinemas of any size
- ▶ Fixed monthly contributions for the exhibitor
- ▶ Free choice of technology, installer and financing solution
- ▶ Exhibitor can be the owner of the equipment
- ▶ Exhibitor retains full programming control
- ▶ Exhibitor can more easily benefit from subsidies
- ▶ Immediate deployment (depending on manufacturer delivery)
- ▶ TCS (Theater Central Server) Services
- ▶ YMAGIS Technical Support & Services

▶ digital cinema services

- | | |
|---|---|
| <ul style="list-style-type: none"> ▶ YMAGIS Laboratory
Encoding, Production and DCP & KDM delivery ▶ QuickDCP
DCP created by the exhibitor ▶ Ymaginet
Dematerialized Content Delivery Service | <ul style="list-style-type: none"> ▶ Ticket KDM
Tool for KDM Management ▶ Ticket VPF
Tool for VPF Management ▶ Additional innovative tools
in development |
|---|---|



Picture credits at the back

dedicated to digital cinema

YMAGIS is the only European company exclusively dedicated to Digital Cinema. The company was founded in 2007 by cinema professionals with substantial experience of the cinema business, with the aim to help both distributors and exhibitors manage their transition to digital cinema.

YMAGIS believes Digital Cinema should not distort the existing relationships between distributors and exhibitors, and between exhibitors and installers. At YMAGIS, we value and respect the contribution of all players in the industry. Cinema owners should keep their right to choose when selecting installation and main-

tenance partners. Similarly, they should be able to select their equipment of choice and purchase it.

YMAGIS intends to provide both financial and technical services as well as logistics to help optimize cinemas' operations and allow them to benefit fully from Digital Projection.

YMAGIS will work to ensure cultural diversity is preserved and independent films have the same chance to reach cinemas as any other content. The tools we provide to cinemas can facilitate reaching this target; all content should contribute to the cost of the systems in a fair and proportional way.

INDEPENDENT

EXPERIENCED

FLEXIBLE

RELIABLE

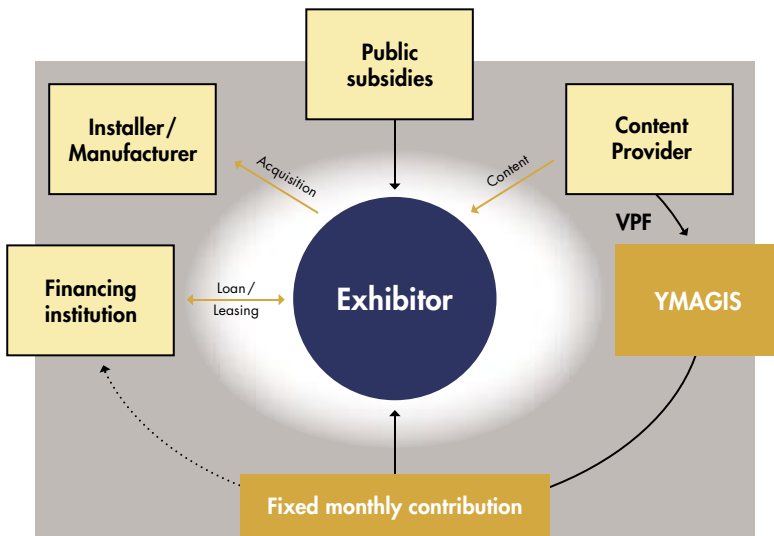
NEUTRAL

YMAGIS

In the traditional cinema business, Film distributors, advertising companies and alternative content providers are responsible for the print costs. In the digital world, these costs are reduced significantly, by up to 90%. YMAGIS' model manages to match exhibitor's costs and

distributor's savings. We expect to engage in long term contracts with most content providers, to ensure all content providers will contribute with a percentage of their costs savings to the deployment of the digital projection systems.

financing



YMAGIS has invented an original business model, which was inspired by U.S. VPF (Virtual Print Fee) models.

YMAGIS HAS ADAPTED THE U.S. VPF MODEL IN TWO ESSENTIAL POINTS:

- ▶ With YMAGIS, the exhibitor remains in full control of the acquisition and the financing of the projection systems. The exhibitor can be the owner of the system and YMAGIS covers most of the repayments of its financing.
- ▶ YMAGIS has devised a system taking into account print circulation in each European market in order to maximize the reach of the contributions, allowing both large multiplex cinema chains and also smaller cinemas to participate.

Conclusion:

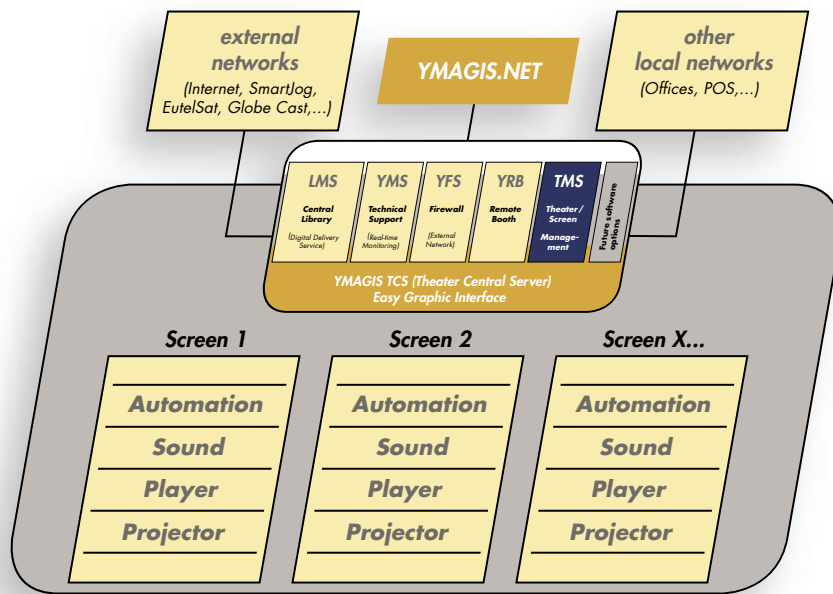
The YMAGIS model covers the financing of digital projection systems: projector, server, accessories, theatre management system and central server (Library), with the exception of some of the additional costs (installation, 3D systems).

1. The exhibitor acquires the technology from its preferred service partners and selects the best financing solution: for example, with a bank loan from 7 to 10 years or with their own resources.
2. The exhibitor signs with YMAGIS a binding contract. YMAGIS pays to the exhibitor a fixed monthly contribution to help repay his loan, with a contribution of up to 80% of the cost of the equipment.
3. The exhibitor agrees to subscribe a service contract with YMAGIS and a minimal maintenance contract with his installer of choice.

The digital projection systems are connected to YMAGIS' Network (NOC) allowing YMAGIS to fulfill its obligations with the distributors that contribute with VPF to the exhibitors' deployments and to allow exhibitors a more efficient

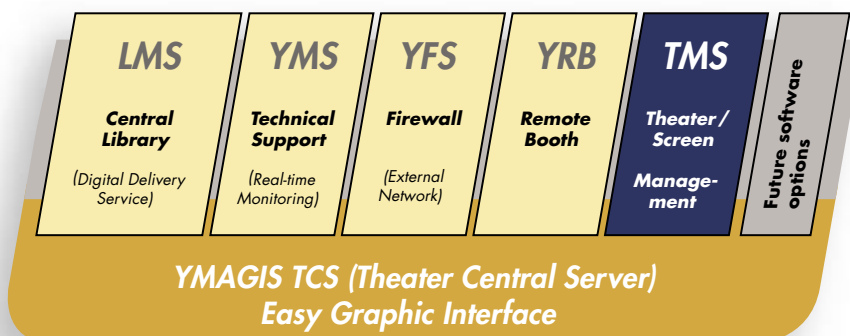
digital cinema operation. In addition, YMAGIS provides specific services for the integration and automation of the systems within the cinema to support projectionists and theater managers.

digital cinema infrastructure



network & services

- ▶ Real-time Monitoring
- ▶ Hotline to solve technical problems and kdm issues
- ▶ Delivery of a Theater Central Server / Library (TCS) with up to 168TB of additional storage
- ▶ Automatic Content Reception
- ▶ Secure Email KDM Delivery Service
- ▶ YMAGIS Firewall Service



YMAGIS TCS
(Theatre Central Server)

YMAGIS

exclusively dedicated to digital cinema

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