

## **YMAGIS Signs Digital Cinema Deployment Agreement With 16 Spanish Independent Distributors.**

**Barcelona October 5th 2011** – YMAGIS, the fastest growing company specialized in digital cinema deployment in Europe, has reached a non exclusive agreement with most of Spanish film distributors including **ABSOLUT, AVALÓN, A CONTRACORRIENTE, ALTA CLASSICS, BARTON FILMS, DEAPLANETA, FESTIVAL FILMS, FILMAX, GOLEM, KARMA FILMS, SAVOR, TRIPICTURES, VÉRTICE CINE, VÉRTIGO, WANDA and YEDRA FILMS**, for the deployment digital cinema in Spain.

YMAGIS, who has already agreements in place with all six “majors” from Hollywood and two Spanish independent distributors, has now secured the participation of most of Spain’s independent distributors in the process to digitize Spain’s cinemas. All VPF agreements signed by Ymagis for the Spanish market cover now 99% of film prints released in Spain.

Under these agreements, the distributors will contribute financially for an agreed period of time to the cost incurred by Ymagis for the deployment of DCI compliant Digital Cinema systems in Spanish cinemas, when programming their content in these cinemas. These agreements, together with those already in place between Ymagis and Paramount Pictures Corporation, The Walt Disney Studios, Twentieth Century Fox Film Corporation, Universal Pictures, Sony Pictures, Warner Bros, Baditri Films and Olwyn Films, will help Ymagis provide tailored solutions for many more Spanish exhibitors in their efforts to equip their cinemas with DCI compliant Systems. This transition to Digital, will bring substantial benefits to both distributors and exhibitors, including, but not limited to, a greater quality, consistency for their virtual prints, greater copyright protection as well as an optimization of cinemas’ operations and finally a reduction in production and distribution costs.

**Enrique González from ALTA FILMS** said: “We are delighted to have reached such agreement with YMAGIS. Now, we expect to see an increase in the number of Spanish exhibitors embracing Digital that equip their cinemas; the faster this transition goes, the better for all parties, exhibitors and distributors alike.”

**Otilio García from GOLEM**, said: “Finally, independent distributors will be able to deliver content in Digital format to cinemas. This will allow us to maintain the same quality throughout the release and to control print costs, which will have a tremendous effect particularly on subtitled prints. Ymagis guarantees that all content providers participate in a fair way and will provide us with additional services to facilitate digital distribution.”

**José Hueva from TRIPICTURES**, said: “Digital Cinema is now a reality; as a distributor we should ensure this transition from 35mm happens without further delay. We are very pleased to have reached this agreement with Ymagis.”

**Jesús Prieto from VÉRTICE CINE** said: “All content providers must acknowledge the only way forward to ensure a smooth and fast transition for all Spanish exhibitors to Digital, it is with deployment agreements like the one we have just signed with Ymagis.”

**Manel Carreras, YMAGIS General Manager for Spain and its Sales and Business Development Vice President** added: “Ymagis’ way of doing business since the beginning of the digital deployment is now resulting in agreements with most of the

Spanish independent distributors. The signature of these contracts confirms the relevance of our model for European exhibitors. Exhibitors supported by Ymagis will now be able to receive independent content in Digital when available. This event paves the way for a full digitalization of the Spanish cinema market, at an accelerated rhythm. We welcome the Spanish Distributors' decision to join our effort, as it will allow audiences to benefit from consistent quality throughout the release. These agreements are a critical step in the transition from 35mm to Digital Cinema. The market is now about to switch from 35mm to digital at a rapid pace.”

**About YMAGIS:**

Created and controlled by cinema and technology industries' executives, Ymagis ([www.ymagis.com](http://www.ymagis.com)) is a company dedicated to Digital Cinema. Ymagis offers its services to film and advertising distributors, producers and exhibitors to ensure a smooth transition from their 35mm activity to Digital Cinema whilst controlling costs. Ymagis has signed agreements with cinemas representing more than 2250 screens throughout Europe, of which 1300 are already deployed. These include French circuits like UGC, Cinéville, CapCinéma, Megarama and Mk2 and Spanish circuits Ocine, Neocine, Golem, Grup Balañá and Cines Verdi.

**About ALTA CLASSICS:**

The company was founded in 1969, originally releasing only subtitled versions of films, today focusing on independent European cinema. Alta is also known for distributing independent Spanish cinema.

**About DEAPLANETA DISTRIBUCIÓN:**

Founded in 1999, DeAPlaneta is one of the referents in the Spanish audiovisual sector and dedicated to acquisition and distribution of North American and European blockbusters as well as other well known titles, amongst these, recipients of Academy Awards, Oscar©. Today, DeAPlaneta has a catalogue with more than 400 titles.

**About FILMAX:**

Filmax Entertainment is an independent distributor 100% Spanish owned with international scope. Filmax' divisions thrive in creation, production, postproduction, distribution, and exhibition of film content. Filmax manages a catalogue with more than 2.000 titles that are distributed through many channels and include movies, TV movies, documentaries and soaps, all addressed to a variety of audiences, both national and international.

**About TRIPICTURES:**

Created in 1987, is one of the leading independent Spanish distributors. Tripictures distributes mainstream movies both from the USA and Europe. Currently, its catalogue counts more than 360 titles.

**About VÉRTICE CINE:**

Distribution arm of the Vértice 360° group as result of the merger between Manga Films and Notro Films. VÉRTICE CINE distributes diversified content, from kids-movies to TV series, for the Cinemas, DVD & TV markets, paying a special attention to new media like Internet.

**About ABALON, ABSOLUT, A CONTRACORRIENTE, BARTON FILMS, FESTIVAL FILMS, GOLEM, KARMA FILMS, SAVOR, VÉRTIGO FILMS, WANDA VISIÓN & YEDRA FILMS:** Spanish independent distributors specializing in independent cinema, they often release titles that have collected awards in the most prestigious international Film Festivals. These films are often released in their original versions.