



PRESS RELEASE

Berlin (Germany) and Paris-Vanves (France) – 16 August 2018

Eclair Equips Its Berlin Content Services Unit Facility with EclairColor HDR Technology

"So Was Von Da" (DCM Films) and "Grüner Wird's Nicht" (Majestic) mark first two EclairColor-mastered German releases

Berlin (Germany) and Paris-Vanves (France), 16 August 2018 / Eclair, a leader in content services for the motion picture and television industries (Ymagis Group - FR0011471291, MAGIS, PEA-PME, TECH 40), today announced the EclairColor certification of its content services unit in Berlin. This is the second EclairColor certification of an Eclair facility after Paris-Vanves. Two German releases have already been mastered in EclairColor by Eclair's Berlin teams: Jacob Lass' *So Was Von Da* (Distributor: DCM Films), opening in cinemas across Germany today, and Florian Gallenberger's *Grüner Wird's Nicht* (Distributor: Majestic / Release Date: 30 August 2018).

"We are proud to have finalized the certification of this latest EclairColor HDR facility, equipped with a Sony Digital Cinema 4K SRX-515P projector, which marks a milestone in our deployment of EclairColor HDR technology in Germany," explains Michael Krauth, General Manager of Eclair Germany. "With 57 screens in 33 cinemas across the country, Germany boasts the largest network of EclairColor HDR locations, among them Cinecitta in Nuremberg and Berlin's Cineplex Titania Filmpalast. Henceforth, we are able to oversee the color grading and mastering of content in EclairColor directly from our capital. This increased proximity to the creative community will allow us to substantially grow the number of local projects mastered and released in HDR."

For Georg Miros, Eclair Sales & Business Development Manager for Germany, "The addition of EclairColor HDR postproduction and DCP mastering services here in Berlin will have a positive impact on our portfolio of German content releases. With exacting specifications and even greater expertise, we are able to maintain exceptional control over the image projection quality in equipped cinemas and guarantee a final product that rigorously respects the artistic choices made by the film's director and DP. Our expert colorists were immediately impressed with the superior image quality: the contrast ratio between the blacks and whites is far greater than that normally seen in either motion picture or television technologies."

Eclair operates three content services centres in Berlin, including one entirely specialized in distribution services for film distribution companies & cinema exhibitors, and a brand-new dubbing facility inaugurated in 2017 featuring a Dolby Atmos mixing studio and two ADR recording studios.

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ABOUT ECLAIR - YMAGIS GROUP

Founded in 1907 in the early days of cinema, Eclair is a historic, innovative and respected company in the motion picture and television industries. Eclair is the Ymagis Group's business unit dedicated to content services, a leader in advanced digital technology services for the cinema industry. Through CinemaNext and Eclair, the Group provides smart and comprehensive solutions to movie exhibitors, distributors (feature films & event cinema), producers, rights holders, cinema/TV advertising networks, broadcasters, OTT channels and video publishers. Over the years, Ymagis Group has significantly grown its portfolio of solutions & services and further developed its geographic footprint with permanent offices in 26 countries. The company's core business is structured around three main units: CinemaNext (exhibitor services: sales and field services, software solutions, customer service/NOC and consulting), Eclair (content services: post-production, theatrical delivery, digital distribution, versioning and accessibility, restoration and preservation) and VPF (financial services). A publicly-traded company listed on Euronext, Ymagis Group is headquartered in Paris (France) and counts close to 800 employees. For more information, please connect to <http://www.ymagis.com> <http://www.cinemanext.digital> or <http://www.eclair.digital>



ABOUT ECLAIRCOLOR

EclairColor is a revolutionary HDR solution that combines a mastering process with select display system technologies from Sony Digital Cinema 4K, Barco/Cinionic and Samsung Electronics. EclairColor provides cinemas with unparalleled image projection technology. All types of cinemas - independent movie theaters, regional chains and giant exhibition circuits -, regardless of their screen size, can be equipped with EclairColor HDR. EclairColor technology was praised by moviegoers in an audience survey conducted in France by an independent body, L'Observatoire de la Satisfaction, which revealed 97.3% of moviegoers that attended the screening of a film in EclairColor intend to repeat the experience and over two thirds will be recommending it to their family and friends. Audiences spontaneously mentioned the beauty of the images, stating they are of superior quality, more colorful and brighter in comparison with a standard image. More importantly, the projection in EclairColor significantly increased the level of appreciation of the film versus a screening in standard format. There are currently 149 cinema auditoriums equipped with the EclairColor solution in 15 countries including 57 in Germany, 55 in France and 21 in the USA. For more information, please connect to <https://www.eclaircolor.com>

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