

# Press release

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## Cinemeccanica and Barco sign contract with Cinéville, further expanding digital cinema roll-out in France

Kuurne, Belgium, 11 June 2009. Cinemeccanica and digital cinema pioneer Barco are proud to announce another digital cinema deployment deal in France. Both companies have signed a contract with Cinéville for the installation of thirty Barco 2K digital cinema projectors in five multiplexes.

Located in the West of France, Cinéville is a fully owned subsidiary of Soredic, one of the most important exhibition and booking groups in the country. For their digital conversion, financed by Ymagis, they turned to Barco Value Added Partner Cinemeccanica. During the summer of 2009, thirty Barco digital cinema projectors will be installed in Cinéville's theaters in Hénin-Beaumont, Rennes, Laval, La Roche-sur-yon and Quimper.

Yves Sutter, General Director Cinéville, comments, "We decided to partner with Cinemeccanica and Barco because of the excellent image quality, both in 2D and 3D setups."

Cinemeccanica and Barco have been cooperating for a long time and signed a Value Added Partnership in 2007. Under the terms of this agreement, Cinemeccanica promotes and supports Barco's 2K digital cinema projector range across southern Europe.

"I am very proud that Cinéville has joined our customer list. Together with Barco, we will make sure that their digital rollout fully meets their expectations, both in terms of projector technology as well as customer service," says Patrick Muller, General Director, Cinemeccanica.

Tim Sinnaeve, sales director EMEA for Barco's digital cinema business, adds, "Closely following our deal with Cap Cinéma, this contract confirms Cinemeccanica and Barco's leading role in France's digital conversion."

Barco's digital cinema projectors are based on the pioneering DLP Cinema® technology from Texas Instruments, guaranteeing perfect reproduction of cinema content time and time again, ensuring moviegoers enjoy the highest quality film experience with consistent picture brightness, contrast and vibrant colors.

### *About Cinéville*

*A 100% SOREDIC subsidiary, CINEVILLE SAS was created in 2004 to manage the cinemas owned by its head office and to develop new projects. Mainly based in the West of France (Brittany and Loire Valley), CINEVILLE manages 11 cinemas and their 88 screens.*

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THEATERS	SCREENS	SEATS
HÉNIN-BEAUMONT Cinéville	12	2369
LA ROCHE-SUR-YON Cinéville	9	2016
LAVAL Cinéville	9	1844
LORIENT Cinéville	11	2090
NANTES Katorza	6	889
QUIMPER Bretagne	5	850
RENNES Cinéville Colombier	6	1358
SAINT-NAZAIRE Cinéville	9	1991
SAINT-SÉBASTIEN-SUR-LOIRE Cinéville	9	1872
VANNES Cinéville Parc Lann	7	1673
VANNES Garenne	5	594

*The two sites managed by CINECRAN, a company jointly controlled by the Hoffmann family and SOREDIC, also joined the agreement. These two sites, Club in Saint-Brieuc and Cinéland in Trégueux, represent 15 theaters and 2700 seats. These sites attract together roughly 4 million spectators every year, 2,2 % of the French market.*

## *About Cinemeccanica SpA*

*Cinemeccanica, since it was founded in 1920, has always been famous for the quality and reliability of its products and for the high level of service to customers. Today Cinemeccanica, headquartered in Milan, Italy, with more than ninety sales points all over the world, is at the very top of the league of the theatre equipment manufacturers with a huge international installed base. Cinemeccanica, combining tradition and experience with innovation, is more than ever committed to satisfy today's and tomorrow's needs of world wide Customers.*

## *About Barco*

*Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific.*

*Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with about 3300 employees worldwide. Barco posted sales of 725 million euro in 2008.*

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