

**FOR IMMEDIATE RELEASE**

## **CinemaNext Solutions Partners with XPAND DIGITAL to Expand Cinema Technology Across India**

**[Chennai, August 19<sup>th</sup>, 2025]** – **CinemaNext Solutions** is proud to announce a strategic partnership with **XPAND DIGITAL** in India to distribute its comprehensive cinema technology solutions across the country. This collaboration will be officially unveiled at **Big Cine Expo 2025**, India's premier cinema technology event.

Through this partnership, XPAND DIGITAL will bring CinemaNext Solutions' full portfolio of products to Indian exhibitors, including:

- **CinemaNext TMS** for seamless cinema operations;
- **Automation adapters PAA20+ and PAA40+**, enabling huge energy savings, equipment control, and advanced automation;
- **3D Mover and Boothless projection solutions** for modern, flexible screening setups;
- **NextSuite Ticketing and Installed Base**, a TMS agnostic software which enables cinemas' technical teams to open, manage, escalate, and track technical tickets quickly and efficiently, while keeping their equipment database accurate and up to date;
- **NextAlert software**, providing real-time alerts and monitoring to optimize operations

*"India's cinema market is evolving rapidly, and operators are seeking smarter, more efficient solutions that deliver real, measurable benefits," said **Araceli Vaello, Vice President of Solutions at CinemaNext**. "Our partnership with XPAND DIGITAL enables cinemas to integrate advanced automation, projection, and ticketing solutions, generating energy and operational savings while improving the guest experience."*

*"We are excited to partner with CinemaNext Solutions and bring their cutting-edge portfolio to our market," said **Sunil Khaturia, CEO of XPAND DIGITAL India**. "Indian exhibitors will benefit from turnkey technology solutions that simplify operations, reduce costs, and future-proof their cinemas."*

XPAND DIGITAL will manage local sales, implementation, and support, ensuring operators can fully leverage CinemaNext Solutions' advanced technology. The partnership highlights CinemaNext Solutions' commitment to expanding its global footprint while providing innovative and scalable solutions tailored to the needs of exhibitors in high-growth markets.

### **About CinemaNext Solutions**

CinemaNext Solutions, a CinemaNext business unit, is a global leader in cinema technology, delivering end-to-end solutions for multiplex chains and independent cinemas. Its portfolio includes an advanced theatre management system, automation solutions, 3D-movers and boothless technologies, ticketing platforms, and monitoring

software designed to optimize cinema operations.

For more information, please connect to <https://www.cinemanext.com>

**About XPAND DIGITAL**

Xpand Digital Pvt. Ltd., with more than a decade of its establishment, specialises in the supply, installation, testing and commissioning of immersive audio, video, and 3D related equipment's for cinemas across India. In addition to system integration, Xpand provides comprehensive engineering and technical support for Shell to finish turnkey solutions for conventional cinemas, home cinemas, preview theatres and postproduction houses.

For more information, please connect to [www.xpanddigital.in](http://www.xpanddigital.in)

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