



PRESS RELEASE

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CinemaNext Netherlands Selected to Install State-of-the-Art Cinema Technology at The Pulse of Amsterdam

Liège (Belgium) & Cuijk (The Netherlands) – 2 September 2025/ CinemaNext, the EMEA & US leader in cinema innovation, has been selected to provide comprehensive cinema technology solutions for the highly anticipated Cinema The Pulse, Amsterdam's newest cultural destination in the vibrant Zuidas district. The innovative nine-screen cinema complex opened its first six screens at the end of June 2025, with the remaining three screens completing the installation when they open later this year.

Located within The Pulse of Amsterdam's landmark mixed-use development, the 800-seat cinema represents a significant addition to the Netherlands' exhibition landscape, combining mainstream entertainment with arthouse programming and unique Cinema-On-Demand experiences. The Pulse is a remarkable fusion concept of living, leisure and business, making it a landmark destination in Amsterdam's architecturally diverse southern district.

"We are tremendously proud to have been chosen as the technology partner for this exceptional project," said Matthew Jones, Country Manager of CinemaNext Netherlands. "Cinema The Pulse represents everything we value in modern exhibition: cutting-edge technology, operational excellence, and a commitment to delivering extraordinary experiences for audiences. Our team has worked closely with the Cinebeat team to ensure every technical aspect supports their far-reaching vision for this unique cultural destination."

The installation features premium Barco Series 4 Smart Laser projectors across all nine screens, for both the six larger auditoriums and three smaller Cinema-on-Demand rooms. This sophisticated setup ensures exceptional image quality across the venue's diverse programming, from Hollywood blockbusters to intimate arthouse screenings. The cinema also utilises CinemaNext TMS, automation and three CinemaNext boothless systems with the audio system provided by Q-SYS.

Peter van Vogelpoel, co-founder of Cinebeat and the driving force behind Cinema The Pulse, emphasised the importance of technical excellence in realising their ambitious vision. "Our partnership with CinemaNext Netherlands has been instrumental in bringing our concept to life. The technology they've installed enables us to offer everything from traditional cinema experiences to our innovative Cinema-on-Demand service, where guests can select films, adjust audio levels, and order refreshments directly from their seats."

Cinema The Pulse is an initiative by Amsterdam-based film entrepreneurs operating under the Cinebeat banner, including prominent industry figures such as Vogelpoel (Sweetwater Pictures), Marc Smit (Cinéart Film Distribution Benelux), Matthijs van Heijningen, Guurtje Buddenberg (Sigma Pictures), and Julia van de Graaff (LYNX Film). The cinema aims to serve as a cultural and social hub for film enthusiasts, residents, and business users within The Pulse's dynamic mixed-use environment.

The venue's technical specification includes high-performance Barco laser projection systems designed to deliver the highest possible image quality for both films and other types of



programming. The smaller auditoriums' Cinema-On-Demand capability represents an innovative approach to personalised cinema experiences, enabled by the flexibility of the installed projection and automation systems. Audiences for these will not only be able to select their films, but also control start times, pause the films and adjust the volume.

The Pulse of Amsterdam, developed by EDGE and VORM, features two towers connected by a plinth housing the cinema alongside dining, retail, and office spaces. The building's sustainable design and central location in Amsterdam's Zuidas district position Cinema The Pulse as a significant addition to the Dutch city's rich cultural infrastructure.

The project represents CinemaNext Netherlands' continued commitment to supporting innovative exhibition concepts across the Dutch market, combining technical expertise with comprehensive project management to deliver turnkey cinema solutions. It works with both major multiplex chains, as well as individual art-house and independent cinema operations.

ABOUT CINEMANEXT

CinemaNext is the largest cinema exhibition services company in EMEA and North America, providing smart, comprehensive solutions across the board, from projection equipment, audio systems, central systems, premium cinema solutions, cinema outfitting, content management, 3D projection systems & glasses, TMS, digital signage, screens to consulting services. Clients enjoy the highest level of reliability and lowest cost of ownership through our various services: consulting, design & project management, equipment sales and financing, installation, maintenance, support (NOC), online monitoring, content management, spare and consumables, service agreements and supply chain & logistics. 13,000 screens have been installed by our technicians to date. 9,500 screens in Europe currently avail of service contracts with our company. CinemaNext's main office is located in Liège-Blegny (Belgium). Regional offices can be found in 23 countries across Europe, Africa, the Middle East and North America. For more information, please connect to <https://www.cinemanext.com>.

Media Contacts:

Alexandra Body, alexandra.body@cinemanext.com, +33 6 46 90 34 48

Patrick von Sychowski, patrick.vonsychowski@cinemanext.com, +44 7908 996616

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