



PRESS RELEASE

Paris (France) & Liège (Belgium) – 24 September 2025

CinemaNext and MEGARAMA Announce Exclusive Partnership to Continue to Modernise MEGARAMA's French Cinema Network with Laser by BARCO Technology

Paris (France) & Liège (Belgium) – 24 September 2025/ CinemaNext, the EMEA & US leader in cinema innovation, is proud to announce an exclusive agreement with the French cinema circuit **MEGARAMA**. This agreement solidifies a long-term partnership to equip Megarama's cinema network across France with the award-winning Laser by **BARCO** projectors.

This strategic deal will see **CinemaNext** deploy new **BARCO** laser projection systems in all of **MEGARAMA's** future cinema openings and expansions. Furthermore, the partnership includes the systematic replacement of existing Xenon projectors with advanced **BARCO** laser technology.

The comprehensive project, which will be executed by **CinemaNext**, is estimated to cover approximately fifty screens by the end of December 2026. This initiative highlights the commitment of all parties to delivering a superior, cutting-edge cinematic experience to French audiences.

"We are thrilled to partner with **MEGARAMA** and **BARCO** on this ambitious modernization project," said Maxime Rigaud, Country Manager CinemaNext France & Switzerland. "This agreement not only strengthens our relationship with two key industry partners but also underscores our dedication to providing our clients with the best-in-class solutions for cinema technology. **BARCO's** laser projectors are at the forefront of the industry, and we are confident that this rollout will significantly enhance the viewing experience for **MEGARAMA's** patrons."

"The Laser by **BARCO** technology is engineered to deliver stunning, vivid visuals and unparalleled reliability, creating a spectacular experience that keeps audiences coming back to the big screen," said Serge Plasch, SVP Global Sales Cinema at **BARCO**. "We are proud to be chosen as the exclusive projection partner for this project and look forward to seeing our technology light up screens across the **MEGARAMA** network."

For **MEGARAMA**, the partnership aligns with its core mission. "Our mission is to offer our moviegoers the ultimate cinematic experience," said Jean-Pierre Lemoine, Founder, President & CEO, of MEGARAMA Group. "Partnering with **CinemaNext** and **BARCO** allows us to fulfil that promise by equipping our cinemas with the most advanced projection technology available. The clarity, brightness, and consistency of Laser by Barco technology will transform our cinemas and provide our customers with an exceptional viewing experience for years to come. This investment is a testament to our commitment to innovation and quality."

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 (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>.

ABOUT BARCO

BARCO, headquartered in Kortrijk (Belgium), is a global technology company leading in visualization, networking, and collaboration solutions. Its innovative technologies drive advancements in the healthcare, enterprise, and entertainment markets. At the heart of **BARCO**'s success are over 3,000 dedicated 'visioneers', each passionately contributing to driving change through technology. Listed on Euronext (BAR), Reuters (BARBt.BR), and Bloomberg (BAR BB), **BARCO** realized sales of 947 million euro in 2024. For further insights, please visit www.barco.com or connect on LinkedIn, YouTube, Instagram, and Facebook. Barco. Visioneering a bright tomorrow. © 2025

ABOUT MEGARAMA

MEGARAMA is France's fourth largest cinema operator, with presence in Spain and Morocco, with a total of 38 multiplexes and 308 screens. Founded in 1996 by Jean-Pierre Lemoine, MEGARAMA is committed to offering its audiences the best cinema experience, with state-of-the-art technology, comfortable seating, and a wide range of films and events. MEGARAMA is also a pioneer in the development of cinema in Africa, with a notable presence in Morocco since 2006. For more information, visit www.MEGARAMA.com.

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