



PRESS RELEASE

Valencia (Spain) and Dubai (United Arab Emirates) – 22 December 2025

CinemaNext and Scrabble Entertainment Announce Exclusive Solutions Distribution Agreement for Middle East

Valencia (Spain) and Dubai (UAE) – 22 December 2025/ CinemaNext, the largest cinema exhibition services company in Europe, Africa and North America, today announced a new technology distribution agreement with Scrabble Entertainment DMCC, for CinemaNext's proprietary solutions in the Middle East. Under this exclusive agreement, Scrabble will sell CinemaNext's hardware and software solutions, including its P-SBOX15 family of boothless cinema solutions, 3D mover and PAA20+/40+ Automation Adapter throughout the Middle East.

The P-SBOX is the ultimate active enclosure customized for specific digital cinema projectors. It allows cinema exhibitors with space restrictions to integrate this "hushbox" solution directly inside any auditorium without compromising the moviegoing experience, thanks to a powerful noise reduction system and lifting systems either suspended from the ceiling or from the back wall. Designed by CinemaNext's Solutions team, based in Valencia, Spain, the P-SBOX is compatible with select DCI-compliant projection systems from Christie, Barco and Sharp (formerly NEC).

CinemaNext's PAA20+/40+ Automation Adapter interfaces digital cinema playback equipment with existing cinema control systems, enabling fully automated presentations without manual intervention. The adapter converts network or serial control signals from digital cinema servers into relay closures, triggering downstream equipment including projectors, lighting dimmers, HVAC controls, audio processors and other electric circuits within the cinema.

The 3D Mover automates passive 3D presentation in projection booths, eliminating manual switching between 2D and 3D screening modes. When a 3D screening is scheduled in the theatre management system, the motorized slider automatically positions the polarizing filter in the projection light path. Following the 3D presentation, the system retracts the filter for subsequent 2D screenings without operator intervention. Automated format switching reduces human error associated with manual filter placement, ensures consistent 3D image quality across all presentations, and saves staff time previously spent accessing projection booths between shows.

"We are thrilled with this new distribution agreement with our partner Scrabble, a respected and leading cinema exhibition & content services company in Middle East, we have had a close professional relationship with for years," explains Araceli Vaello, VP CinemaNext Solutions. "Scrabble is the right partner to sell our products across the region. They understand the needs of our industry and will increase the demand for these products in their marketplace and new territories."



“Making their proven P-SBOX, 3D mover and PAA20+ automation adapter technology available throughout the Middle East region through us, offers our industry more quality and economical options for cinema exhibitors,” explains Pruthu Shah, CEO of Scrabble Entertainment DMCC. “We want to make CinemaNext’s cinema product line locally available. It is a natural choice for us to serve as a partner for their well thought out and thoroughly proven solutions. CinemaNext has demonstrated to us over years their deep commitment to quality product design. We enjoy a shared synergy and look forward to an increasing level of commerce with CinemaNext as a result of this distribution agreement.”

ABOUT CINEMANEXT

CinemaNext is the largest cinema exhibition services company in Europe, Africa 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 Scrabble Entertainment DMCC

Founded in 2007, Scrabble Entertainment is the Middle East’s premier cinema technology provider, specializing in DCI-compliant end to end cinema solution and Content services. Partnering with leading exhibitors, producers, and distributors, Scrabble delivers innovative solutions that enhance operational efficiency and audience satisfaction

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Source: CinemaNext Solutions

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