



PRESS RELEASE  
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## Ymagis Group to Present Revolutionary New EclairColor™ Digital Color Solution in Los Angeles

**Los Angeles – 17 October 2016/** Ymagis Group, the European specialist in digital technologies for the cinema industry, today announced it will be showcasing its revolutionary new EclairColor digital color solution in Los Angeles over a four-day period from the 1<sup>st</sup> November – 4<sup>th</sup> November 2016. The EclairColor presentation will take place at the landmark state-of-the-art 350-seat screening facility Harmony Gold Preview House, situated on Sunset Boulevard which has been specially equipped with a Sony Digital Cinema 4K SRX-R515DS projection system.

Presenting the revolutionary EclairColor technology to leading Hollywood studios, cinema exhibitors, production companies and the creative filmmaking community will be Ymagis Group's President and CEO Jean Mizrahi, Eclair VP of Technology Cédric Lejeune, Christophe Lacroix, SVP Eclair, and Manel Carreras, SVP Business Development & Studio Relations Eclair.

"We are particularly thrilled to be presenting our EclairColor technology to the Los Angeles motion picture industry," said Jean Mizrahi. "Cinemas, from the earliest days, have been on the cutting edge of image and sound innovation, and they must remain an experience unlike any other. The significant advantages that EclairColor provides are clearly visible to all, which should greatly ease the adoption of this new technology by cinemas considering that we have rendered this process compatible with a range of existing projection systems allowing for virtually immediate access to our solution. I also wish to salute the Sony Digital Cinema 4K team for their support of the Los Angeles presentation."

"Since 1907, Eclair has been synonymous with innovation in cinema and we intend to keep it as part of our DNA," explains Cedric Lejeune. "With EclairColor, the benefits for moviegoers as well as movie exhibitors include significantly enhanced image quality. The color range is much richer, the gradients much more refined, even in the darkest colors. The additional contrast helps reveal finer details even though the pixel resolution remains unchanged."

Officially unveiled 7 July following the CineEurope convention in Barcelona (Spain), EclairColor is a new digital color solution that combines postproduction processes and the optimization of select projection system technologies available through Ymagis Group's exhibitor services arm CinemaNext. EclairColor is the culmination of eighteen months of development and extensive testing by Ymagis Group engineers. CinemaNext states that it is able to equip all types of cinemas, regardless of screen size, to project films mastered using EclairColor technology. The equipment can be used to screen EclairColor mastered content as well as standard content.

EclairColor™ is a registered trademark of Ymagis Group.

### **ABOUT YMAGIS GROUP**

Ymagis is a leader in advanced digital technology services for the cinema industry. Through CinemaNext and Eclair, the Group provides innovative solutions to movie exhibitors, distributors (feature films & event cinema), producers, right-holders, cinema/TV advertising networks, rights holders, broadcasters, VOD/S-VOD platform operators and video publishers. Founded in 2007, Ymagis Group is headquartered in Paris and has offices in 23 countries with nearly 700 employees. Our core business is structured around three main units: CinemaNext (exhibitor services: sales and field services, software solutions, customer service/NOC and consulting), Eclair (content services: post-production, theatrical delivery, digital distribution, versioning and accessibility, restoration and preservation) and Ymagis (financial services). For more information, please connect to [www.ymagis.com](http://www.ymagis.com), [www.cinemanext.digital](http://www.cinemanext.digital) or [www.eclair.digital](http://www.eclair.digital)

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