



PRESS RELEASE

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CinemaNext to Unveil Revolutionary PAA40+ Automation Adapter at CineEurope 2025

Liège-Barchon (Belgium) – 28 May 2025/ CinemaNext, the EMEA & US leader in cinema innovation, will launch its groundbreaking PAA40+ Automation Adapter at CineEurope 2025, enabling a radically new level of cinema booth automation and energy efficiency. Building upon the trusted reliability of the PAA20+, the next-generation PAA40+ introduces significant enhancements designed to optimise cinema operations, reduce energy consumption, and streamline booth management for exhibitors of all sizes.

"The PAA40+ Automation Adapter represents our commitment to continuous innovation in cinema technology," said Araceli Vaello, VP Solutions at CinemaNext. "We've listened carefully to our customers' feedback and developed a solution that not only addresses their current needs but anticipates the future demands of modern exhibition spaces. The ability to remotely monitor and control power usage across the entire booth from anywhere is a game-changer for multi-site operators."

The new adapter features remote and schedule-synced power cycling for all cinema booth devices, comprehensive energy monitoring across 12 electrical circuits (up to 16A each), and automated weekly and monthly power consumption reports. These capabilities enable exhibitors to make data-driven decisions about their energy usage and identify opportunities for cost savings.

Vicente Soriano, CTO of CinemaNext Solutions, highlighted the adaptor's versatility: "What sets the PAA40+ apart is that it combines four major functions in a single device: Plan the necessary automation in an auditorium for sound and projection, control even other equipment such as air conditioning or popcorn machines, the ability to measure and report on the consumption of all these, whether staff are in the projection booth or not, and control the lighting inside and outside the room by DALI. As the PAA40+ is connected to the cinema control network, we can perform all these functions synchronised with the film schedule or perform manual control and monitoring from a mobile phone".

Additional features include a DALI port for screening room, corridors or lobby lighting control, event log storage for all execution actions, and a command structure that maintains compatibility with both the PAA20+ and Jnior systems, ensuring seamless replacement and integration.

"The PAA40+ is designed to be future-proof whilst respecting existing infrastructure," added Vaello. "In today's climate of rising energy costs and growing environmental awareness, this technology offers exhibitors a tangible way to reduce their carbon footprint whilst enhancing the operational efficiency of their cinemas."

The PAA40+ Automation Adapter will be available for order at CineEurope, where CinemaNext will have a stand and demo it and other solutions.



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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