



PRESS RELEASE

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Introducing the first European Economic Interest Grouping in the cinema integration industry.

For the last seven years, the Cinema industry has gone through a major revolution with the digitalization of projection booths, which required the involvement of all players.

Today the situation in terms of integrating, maintaining and servicing exhibitors has changed and integrators have developed new tools such as NOC and online maintenance to support these new technologies. However integrators cannot let these technological advances distance them from their customers. In fact, integrators must continue improving their relationship by answering the needs and demonstrating their proximity, implication and so fostering the confidence in their services.

Following the initiative of two leading cinema integrators recognized for their professionalism, CINE DIGITAL SERVICE (France) and KELONIK GROUP (Spain), UNITIA, the United Theater Integrators Association, is being founded as of June 2015, to bring to cinema exhibitors the guarantee of working with highly skilled, experienced and recognized companies.

With over 50 years of experience and know-how the two founding members have an unprecedented technological expertise of the projection booth ecosystem.

In addition to promoting the fundamental values of the integration profession and thanks to the synergies generated, the technical cooperation will boost an alternative offer addressed to exhibitors willing to keep their autonomy from an increasingly concentrated and globalized technological offer.

« Cooperating on a technical point of view will value the skills of our teams, strengthen our innovation capacity and increase the quality of service offered to our customers », says Jean-Noël Fagot, President of CINE DIGITAL SERVICE.

Tomás Naranjo, CEO of KELONIK GROUP, points out: « Relationships between members and their national suppliers and customers will continue as usual, « *Business as usual, as we could say* ». Yet, our goal is to promote the independence and the diversity of cinema exhibitors in a globalized technological world. The phrase « *Think globally and Act locally* » is now an obvious attitude towards our customers ».

New European entities sharing the same technical aspirations and desire for independence are about to join UNITIA.

About CINE DIGITAL SERVICE

CINE DIGITAL SERVICE is the leading French integrator with over 3,000 digital screens installed, maintained and connected to a NOC. CINE DIGITAL SERVICE is the designer of CINE DIGITAL MANAGER (Theater Management System software), CINE DIGITAL DISPLAY (Digital Signage solution) and CINE DIGITAL NETWORK (Network Operations Center).

About KELONIK GROUP

Since 1975, Kelonik Group has been working exclusively supplying and installing digital and 35/70 mm projection systems, as well as sound systems to cinema theatres, auditoriums, multipurpose halls, theatres, etc. Kelonik Group is leader in Spain in digital cinema and 3D installations with about 2.000 digital equipments and an additional 600 equipments in other countries.

Kelonik Group has also integration subsidiaries in Brazil and The Dominican Republic.