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Press Release

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Cinema City International Goes Digital and 3D

Cinema City International are equipping their theatres with D-Cinema technology suitable for 3D projection. The major multiplex operator has ordered 50 Kinoton DCP 30 Digital Cinema Projectors^{*)} with integrated Dolby 3D system, several of which have already been installed in Israel, Poland and Hungary. Further installations are scheduled for the Cinema City multiplexes in Poland, Hungary, the Czech Republic, Bulgaria, Romania and Israel.

Cinema City International's decision to offer their audience the digital 3D cinema experience might have a signal effect on the cinema industry, as the Cinema City Group is the largest multiplex theatre operator in Central and Eastern Europe, and in Israel. As of July 2008, Cinema City operates 62 multiplexes with 563 screens and 113 000 seats.

Kinoton has already installed 15 of the 50 D-Cinema projectors ordered, the others are to follow in fast succession. Now the first digital shows in 2D and 3D are running at multiplexes in Israel and Hungary, and the audience is thrilled by the brilliant pictures and the novel 3D experience in D-Cinema quality: At the Yes Planet theatre in Ramat-Gan (Israel), 3 of the 15 auditoriums now are suitable for stereoscopic digital projection. The Yes Planet in Haifa, with 23 screens the biggest multiplex in Israel, was equipped with 4 D-Cinema projectors. Both multiplexes have exhibited the digital version of the Disney/Pixar production *Wall-E* already, and successfully started 3D projection with *Journey to the Center of the Earth 3D* by the end of July.

The 23-screen megaplex Cinema City Arena in Budapest (Hungary) is the largest cinema in Central Europe, with 23 screens and seating for 3,800 moviegoers. Now it offers 4 digital

*) The DLP Cinema[®] components for the DCP projectors are supplied by Barco, a DLP Cinema[®] licensee. DLP Cinema is a registered trademark of Texas Instruments.

screens which have shortly premiered with *Wall-E*. The digital installations at the Cinema City Arkadia in Warsaw (Poland) are currently in progress; soon 3 of its 15 auditoriums will offer 3D D-Cinema.

For Moshe “Mooky” Greidinger, CEO of Cinema City International, the decision on the supplier of the D-Cinema technology was an easy one: “We have been working with Kinoton for many years already and together we have reached over 500 screens in 6 territories. Our experience all these years showed us that first, we can be sure that when buying “a Kinoton” we get a product that we can trust and use for many years and 2nd, that behind the products there is a professional team that will always be there if we need them. When operating this amount of screens, this is very important. For us it was also very important that Kinoton has been a leading company in the cinema market for many years. “Going Digital” is a long process and we wanted to do that with the team that we know and trust.”

Kinoton is delighted about this sign of confidence. “We are feeling honored that Cinema City International, one of our most important long-term customers, has not only decided in favor of our D-Cinema projectors, but also relies on our expertise in digital technology and projection. This is the proof that we have successfully expanded our competence in cinema technology to the digital sector without making any compromises regarding our high quality standards,” says Christoph Dobler, managing director of Kinoton GmbH.



Cinema City Arena in Budapest

About Cinema City

Cinema City International is the largest multiplex theatre operator in Central and Eastern Europe, and in Israel. The Company is developing a modern multiplex cinema chain throughout a market of over 100 million people spanning 6 countries. As of July 2008, Cinema City operates 62 multiplexes with 563 screens and 113 000 seats. In 8 multiplexes the Company also runs the 3D IMAX® theatre. In certain selected locations, like Cinema Park and Hokus Pokus in Poland, the Company operates education and entertainment centres. Cinema City multiplexes are located in Poland, Israel, Hungary, Czech Republic, Bulgaria and Romania. Cinema City is the fastest growing cinema chain in Europe with 43 multiplex theatres comprised of over 450 screens currently under construction. In addition, Cinema City is actively involved in cinema related advertising and film distribution. The Cinema City group also develops modern shopping mall real estate projects associated with expanding its cinema chain. Cinema City distributes DVD's movies in Hungary, the Czech Republic and Israel. In Israel, Cinema City operates the largest DVD and VHS rental and sales business as a joint venture with Blockbuster. The Cinema City group employs over 3,000 people in 6 countries.

About Kinoton

Sixty years of experience make Kinoton, headquartered close to Munich/Germany, one of the world-wide leading designers and manufacturers of professional equipment for processing and projection of film and digital pictures. Kinoton offers complete system solutions for cinema and studio applications as well as for large format and special venue projection. The extensive product range also includes the innovative Litefast 360° LED Display systems for advertising and digital signage. The well-established system provider with a staff of 160 employees and in-house manufacturing keeps impressing professional circles with innovative technical developments. An extensive international service and support network with competent partners guarantees reliable customer proximity all over the world. More information about Kinoton is on the Internet at www.kinoton.com and www.litefast-display.com.