

## **muvi Cinemas Equips Theaters for Future Movie-Going Experiences in Saudi Arabia**

*Cinionic supports the KSA expansion of muvi Cinemas with over 400 new laser-powered screens over the next 4 years*

**Kortrijk – 16 June 2020 – Cinionic, the Barco cinema joint venture, is proud to announce the expansion of its relationship with Muvi to extend laser-powered cinema to more audiences across Saudi Arabia. Muvi, the country's first homegrown theater chain, launched in 2019 as part of the introduction of the cinema experience in the region. Cinionic, a partner since Muvi's inception, and as part of the ongoing expansion of cinema in KSA, will equip more than 400 new screens with solutions from its award-winning laser portfolio, including Barco Smart Laser and Series 4 projectors.**

"We continue to invest in our future to provide the best experiences for our customers when it is safe for them to return," commented Sultan Al Hokair, CEO, muvi Cinemas. Adon Quinn, COO, muvi Cinemas, added "Since the launch of muvi Cinemas, we have harnessed Cinionic's industry-leading solutions, and they continue to be the perfect partners to equip our locations with best-in-class laser projection technology, setting the cinematic standard for moviegoers in Saudi Arabia."

Today's announcement builds on the success of the companies' ongoing relationship and expansion of laser solutions in the region. Theaters worldwide turn to Cinionic's leading portfolio of laser technology for ways to deliver unparalleled cinematic experiences for their guests, with over 20,000 laser units currently in the field. Muvi will equip screens with the leading Barco Series 4 projectors and deploy dual-Smart Laser solutions for its larger premium screens. Muvi's consistent laser projection strategy provides them with projector modularity and commonality, perfect for a geographically spread circuit: easier maintenance and simpler operations as they expand their chain and reach.

"With Muvi, we are building now, for the future. As an exhibition community, we need to equip ourselves to be ready for audiences around the globe as they begin returning to the cinema. Our industry-leading laser solution portfolio delivers an unmatched viewing experience, the one moviegoers are craving," said Wim Buyens, CEO, Cinionic.

In 2019, Cinionic introduced Barco Series 4 as part of its leading portfolio of laser projectors. The stand-out Series 4 laser projection platform powers the next generation with 4K laser and delivers a new visual standard in cinema. This year, Cinionic celebrated the first anniversary of Series 4 with commitments from global exhibitors for more than 8,000 units since launch.

## PRESS RELEASE

### **About Cinionic**

Founded in 2018 as a cinema joint venture between Barco, CGS, and ALPD, Cinionic unites global leaders committed to creating a new visual standard and moving the cinema industry forward. Cinionic's future-ready enhanced services and technology solutions provide compelling cinema experiences. The company's world-class technology portfolio includes award-winning laser projectors, HDR, integrated media servers, and premium cinema experiences, among other innovations.

With more than 90,000 projectors installed globally, Cinionic is trusted by more than 200 exhibitors to help capture audiences at multiple touchpoints in their cinema journey and keep them coming back for more. Today, more than half of the world's movie theaters are illuminated by Cinioni.

Cinionic has offices in Belgium, United States, Hong Kong, and Mexico.

Visit [www.cinionic.com](http://www.cinionic.com) and follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) or [YouTube](#) for more information.

### **About muvi Cinemas**

muvi Cinemas is the first home-grown cinema brand to the Kingdom of Saudi Arabia. Established in 2019 with headquarters in Riyadh, it is owned and operated by Muvi Cinemas LLC. Muvi has an aggressive expansion plan to launch 500 screens in over 10 cities by 2025, offering customers a vast range of unique experiences. On 10 August 2019, muvi Cinemas opened its first location in Mall of Arabia, Jeddah.

### **About Barco**

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, we develop visualization and collaboration solutions to help you work together, share insights, and wow audiences. Our focus is on three core markets: Enterprise (from meeting, classroom and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2019, we realized sales of 1.083 billion euro. We have a global team of 3,600 employees, whose passion for technology is captured in 400 granted patents.

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