



Auro-3D® worldwide market leader in immersive cinema audio systems for the movie exhibition industry...

Cinemark¹ is to deploy its immersive cinema sound solution, **Auro-3D®**, in more than 150 premium Extreme Digital (XD) screens worldwide. This decision makes **Auro-3D®** the worldwide market leader in immersive cinema audio systems for the movie exhibition industry. Cinemark is a leading domestic and international motion picture exhibitor, operating 467 theatres with 5,259 screens in 39 U.S. states, Brazil, Mexico, Argentina and 10 other Latin American countries as of March 31, 2013. The worldwide deployment begins this year in all of its "tier one" markets, starting with North America.

More and more theatres in **India** are discovering the benefits of high-end sound platforms, like Auro-3D®, to differentiate themselves from the competition. Next up is the new Dhanya Theatre – from the **Dhanya & Remya theatre complex**² located in the town of Kollam and owned by the Muthoottu Mini Theatres group. On 7 August, the theatre opened its first out of 10 Auro-3D® equipped facilities. Being the first to install this sound system in India's Kerala region, the Dhanya Theatre lives up to its promise to consistently offer its audience the best possible cinema experience.

These initiatives add up to the 63 theatres³ already installed worldwide. Their owners all agree:

- "In many cases the original layer of speakers can be reused and the additional surround speakers can be wired in groups instead of independently. As a result, **the**

¹ <http://www.barco.com/en/News/Press-releases/Cinemark-Inc-and-Barco-join-forces-to-revolutionize-todays-audio-cinematic-experience-by-bringing-im.aspx>

² <http://www.barco.com/en/News/Press-releases/Dhanya-Theatre-introduces-Auro-111-by-Barco-for-an-immersive-cinematic-experience.aspx>

³ See Annex 1 for a list of the installed theatres



additional cost is kept low", states Mr. Giri of Dhanya & Remya Theatre.

- "It's **backward and forward compatibility with existing cinema audio systems**, in addition to the ease and economy regarding both implementation and operation, are critical elements." said Damian Wardle, Vice President of Worldwide Theatres Technology & Presentation at Cinemark
- "The Auro creative toolset provides the authoring capabilities for studios to create **both channel- and object-based sound masters for movies**, so they're not locked into one sound platform or playback system," comments Brian Claypool, Senior Director Strategic Business Development Entertainment for Barco.

What concerns available films in this format, the newest Dreamworks films⁴ are produced in Auro-3D® while other major Hollywood studios are planning to adopt the technology as well.

Auro-3D®: also destined for a small screen near you
Whilst movie-goers will be the first to experience Auro Technologies' audio brainchild, the company is in the process of launching adapted versions of the technology for use in other environments such as in-car audio, home theatre, multimedia PCs, mobile platforms and gaming consoles.

⁴ See Annex 2 for a list of the Films in Auro-3D and Annex 3 for Music in Auro-3D



CELEBRATING FIRST ANNIVERSARY:

The **BEAUTIFYER™** audio enhancement application for iPhone and iPad is now available **FREE OF CHARGE** in the Apple Store! Action valid from Aug 1 until Sep 8 2013, download now!

The Beautifyer™ uses an entirely new and exclusive audio technology that was developed by Auro Technologies to improve your music's sound quality on Iphone and IPad. Any MP3 or AAC music file will immediately take on an exciting new character, transforming your music collection into a completely immersive listening experience.

Please do forward this message to your family, colleagues and friends, so they get the chance to discover the remarkable power of the Beautifyer™ app themselves.

Direct link to the App Store "Beautifyer" page:

<https://itunes.apple.com/us/app/beautifyer/id551335372>

Visit the Beautifyer™ homepage for more info:

<http://beautifyer.com/>

CINEMAS AND MIXING STUDIOS with Auro 3D® technology

North America			
Theatre Name	Location	Country	Total # Installs
Regal Stadium 6	Calabasas, CA	USA	1
AMC	Miami, FL	USA	1
Cinemark	West Plano, TX	USA	1
Moody Gardens	Galveston, TX	USA	1
Santikos	San Antonio, TX	USA	1
Pacific Theatres Grove	Los Angeles, CA	USA	1
CinemaWest Palladio 16	Folsom, CA	USA	1
Landmark Grand 10 Cinemas	West Kelowna, BC	Canada	1
Cobb theaters Lakeside 18	Lakeland, FL	USA	1
Cobb theaters Village 12	Leesburg, VA	USA	1
Carmike Riverside 15	Canton, GA	USA	1
Regal cinemas E-walk	NYC, NY	USA	1
Pacific	Glendale, CA	USA	1
Cinemark South point	Las Vegas, NV	USA	1
Look Entertainment	Dallas, TX	USA	1
			15

South America			
Theater Name	Location	Country	Total # Installs
Cinapolis	Morelia	Mexico	1
CineColombia Titan	Bogota	Colombia	1
Cinesystem Hortolandia	Hortolandia	Brasil	1
CineColumbia Cacique theatre	Bucaramanga	Colombia	1
Cinemex	Sante fe	Mexico	1
			5

Europe			
Theater Name	Location	Country	Total # Installs
Kinepolis	Antwerp	Belgium	1
UGC La Defense	Paris	France	1
MARS Entertainment - PROTEK SPE	Izmir	Turkey	1
Nevafilm	St. Petersburg	Russia	1
CineStar Novi Zagreb - Avenue Mall	Zagreb	Croatia	3
Greenn Film	Orel	Russia	1
Cinelilas	Paris	France	1
Movie Theater Yes Planet Rishon Lezion	Tel Aviv	Israel	3
Cinema Illusion	Vladivostock	Russia	1
UCI Diagonal Mar	Barcelona	Spain	1
Cinestar SONY CENTER	Berlin	Germany	1
CineMec	Ede	Netherlands	1
CineMec	Ede	Netherlands	1
Cinema Pathé - Les rives de L'Orme	Caen	France	1
Palads Teatret	Copenhagen	Denmark	1
Deluxe Digital	London	UK	1
			20

APAC + Australia			
Theater Name	Location	Country	Total # Installs
Reading Cinemas	Townsville	Australia	1
Wangfujing Cinemas	Cheng Du	China	1
Wanda Cinemas	Wuhan	China	1
Golden harvest Cinemas	Kowloon, HK	Hong Kong	1
Lotte Cinema Suwan Branch	Kwangju Jeounnam	S. Korea	1
Lotte Cinema Paju site	Kyunggi	S. Korea	1
Lotte Cinema Pyungchon	Anyang city	S. Korea	1
Anjo Korona Cinema World	Aichi	Japan	1
Tian Shi Group Training Centre 4D cinemas	Beijing	China	1
Wanda Cinemas	Changbaishan	China	1
Real Image Media (mix studio)	Chennai	India	1
CGV Yeoungdeungpo	Seoul	South Korea	1
Sathyam Cinemas - 6 degrees	Chennai	India	1
Sundar theatre (ProVa)	Chennai	India	1
Vetri Theater (ProVa)	Madurai	India	1
Thanga Reegal (PRO VA)	Madurai	India	1
Mayajaal (ProVa)	Chennai	India	1
Mayajaal (ProVa)	Chennai	India	1
Prasad 's	Hyderabad	India	1
Vijay theatre	Trichy	India	1
DRC cinema	Mysore	India	1
Cinemax Tsukuba	Ibaraki	Japan	1
Group 21 / Studio XXI	Jakarta Selatan	Indonesia	1
			23

Total WW

63



Annex 2

Films produced with **Auro 3D®** technology

FILM/TV:

STATES

Released:

Red Tails (Jan 20 2012)

Rise of the Guardians (Oct 10 2012)

Oz The Great and Powerful (Feb 14 2013)

The Croods (Mar 22 2013)

Turbo (Jul 17 2013)

Elysium (Aug 9 2013)

EUROPE:

Released:

The Blitz (Het Bombardement) (Dec 19 2012)

INDIA (+ language):

Released:

Vishwaroopam (Tamil) (Jan 25 2013)

Aadi Bagawan (Tamil) (Feb 22 2013)

Shadow (Telugu) (Apr 26 2013)

Upcoming & confirmed:

Mariyaan (Tamil) (Jun 2013)

Valai (Tamil) (2013)

Vidiyum Munn (Tamil) (2013)

Goli Soda (Tamil) (2013)



Annex 3

Music produced with **Auro 3D®** technology

Music Content

Released:

Madam Butterfly 3D (co-production from RealD and London's Royal Opera House)
(Mar 5 2012)

TrondheimSolistene - SOUVENIR (Aug 28 2012)

Upcoming:

- 50 titles to be mastered within 2013
- 80 albums to be stored on BluRay (authoring)
- 70 albums as of July 2013 to be prepared for delivery prior to mid 2014