



Press Release

KELONIK equips the CCIB with Dolby ATMOS™ - *KELONIK DIGITAL SA as Technical Partner of CineEurope - A Prometheus GLOBAL MEDIA COMPANY - brings Dolby ATMOS™ to CineEurope 2014.*

Barcelona, June 9th 2014 - KELONIK DIGITAL SA, the service company working on the supply and installation of projection and sound equipment in cinemas, is installing Dolby ATMOS™ for the first time in the CCIB's Auditorium at CineEurope from June 16-19, in collaboration with Dolby.

This Auditorium of more than 3,100 seats has a 20 m base screen and a projection distance of nearly 50 m. To cover the 30,000 m³ KELONIK DIGITAL SA will install a total of 64 speakers among which 16 overheads will flood the auditorium with the most impressive, immersive sound experience. The audience at CineEurope will be able to experience film screenings and product presentations in Dolby Atmos. In addition, a special range of speakers was specifically designed to cover the exceptional dimensions of the CCIB Auditorium.

Dolby Atmos has quickly become the preferred choice for next-generation sound in the cinema, with major studios, award-winning filmmakers, and exhibitors from around the world embracing its approach. Unlike traditional channel-based sound systems like 5.1, 7.1, and 11.1, which require filmmakers to think about the number and location of speakers, Dolby Atmos allows them to simply designate where in the cinema space each sound should be placed or moved to make audiences feel as if they are inside the film and not just watching it.

Managing Director of KELONIK, Tomás Naranjo, says: « K.C.S. Speakers are one of the most recognize brand on the market and we can prove today our expertise in providing the most reliable and advanced speakers for cinema auditoriums of all sizes. »

« We are delighted to be able to showcase Dolby Atmos at CineEurope this year and are very confident that with the support of kelonik handling the installation that the sound in the CCIB Auditorium will be the best in all of Europe and the highlight of this edition of CineEurope. » Remarked Robert Sunshine, Managing Director of CineEurope.

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About Dolby Atmos

Dolby Atmos makes it easy for filmmakers to place or move specific sounds anywhere in the movie theatre, including overhead. As a result of this multi-dimensional sound, audiences feel as if they are inside the film, not merely watching it.

Introduced in April 2012, Dolby Atmos has been embraced by all the major Hollywood studios, seven Academy Award® winning directors, and 16 Academy Award winning sound mixers, among others. More than 650 Dolby Atmos screens have been installed or committed to in more than 40 countries with more than 150 exhibitor partners. More than 120 films from 12 different countries have been or are scheduled to be released with Dolby Atmos sound since the first film debuted in June 2012.

Dolby Atmos has received technical achievement awards from both the Hollywood Post Alliance and the Cinema Audio Society. As the inventors of the only object-based audio format used in the cinema today, Dolby is working closely with the Society of Motion Picture and Television Engineers in driving adoption of standards for object-based audio.

For the latest list of Dolby Atmos titles, visit dolby.com/atmosmovies. To learn more about Dolby Atmos, visit dolby.com/Atmos.

About Prometheus Global Media Film Expo Group

CineEurope is the major European convention and trade show dedicated to the needs of the movie theatre industry. Exhibition and distribution professionals from Europe, the Middle East and Africa (EMEA) come to CineEurope to view the latest major cinema releases and extensive product presentations, gain valuable industry information and educational seminars, find new products, services and technologies at the trade show, and network with peers at fun-filled special events.

CineEurope is the official convention of the International Union of Cinemas (UNIC).

About Kelonik Digital SA

KELONIK Digital SA is a service company working on the supply and installation of projection and sound equipment in cinemas since 1975.

In more detail, Kelonik provides the following services:

- Sale and installation of cinema projection and sound systems.
- After-sales service and maintenance
- Refurbishment and conversion of old cinemas into multiplexes
- Preparation of technical projects
- Coordination of contractors and technical advice throughout the construction process
- An Acoustic Engineering Department to provide advice on insulation and acoustic treatment of cinema theatres
- A Research and Development Department for K.C.S. and new products

About KCS Speakers

From the beginning, as a result of the high performances of K.C.S. Speaker systems, a large part of the model range was approved by Lucasfilm® for use in THX® installations and thus became the first European firm with speaker systems approved for the THX program.

K.C.S. Speaker systems are specifically designed to meet the playback requirements of digitally encoded sound tracks. K.C.S. holds a very high market share in Europe and exports to countries. Most prestigious domestic and international circuits use K.C.S. in their multiplexes.

To learn more about Kelonik and KCS Speakers, visit kelonik.com and kcspeakers.com