



Horizont Group of Companies Opens all Cinemeccanica Lux Laser and all Dolby Atmos premium 13 screen multiplex in Russia

Las Vegas, April 23, 2018 — **Cinemeccanica** and **Horizont** Group of Companies announce today that on April, the 20th 2018 a brand new premium multiplex opened in Russia. The 13 screens multiplex, based in Rostov-on-Don, is the **first all-RGB laser multiplex in Europe and Russia**.

Each screen is equipped with the Cinemeccanica Lux RGB laser illumination system applied to a Barco 4K projector. The Lux laser installed provides a different light power (from 15.000 lumens for small size screen up to 50.000 lumens for the Premium Large Format screen) to grant a superb visual experience to the moviegoers.

Cinemeccanica Lux Laser connected to Barco 4K projector, with Dolby Atmos sound system, offer the most spectacular, fully immersive cinema experience available to date for any size of auditorium. Horizont has selected Cinemeccanica as its integrator and technical partner to support this significant project.

"We are seeing a growing trend of new multiplexes asking our RGB laser illumination system and Dolby Atmos sound, like Horizont "Cinema and Emotion" multiplex, when they want to offer the state-of-the-art visual and sound experience to every patron visiting the complex, - said Massimo Riva CEO of Cinemeccanica. - Our RGB Lux laser solution is the most versatile and efficient RGB Laser system capable to give a new "life" to existing projectors or to boost at a premium level any new cinema installation".

"This new, luxury 13-screen Horizont Cinema offers the "Cinema and Emotion" ultimate experience to the audience in Russia," says Dan Polonsky, General Manager, Horizont Shopping Mall. "We are proud to be the first exhibitor in Europe to have all screens equipped with Cinemeccanica Lux laser and Dolby Atmos and we are confident that these partners will be able to offer a new level of quality and entertainment for cinema goers in Rostov-on-Don."

About Cinemeccanica Lux

Cinemeccanica is one of the world`s pioneers in the production of Cinema equipment. In the last years, CINEMECCANICA designed and produced a suite of products, named CINECLOUD, which includes the IMB cinema server, STREAMER the advanced TMS and LUX the RGB laser light source adaptable to any DLP cinema projector. More information at www.cinemeccanica.eu

About Horizont Shopping Mall

The shopping mall Horizont is well located in one of the central streets of the town, in its geographical center traditionally-formed commercial (trading) zone, in geographical center of the city, 5 minutes by transport from the historical, business and cultural center of the town. The total mall area is 136.000 m² with 230 shops and more than 2.000.000 people as potential visitors.

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