

PRESS INFORMATION

AURES revamps Italian Cinema

Runcorn, May 2018 ; Global point of sale terminal vendor AURES worked with cinema management software leader **Vista Entertainment Solutions** ('Vista Cinema') to roll out a brand-new system for Italian chain **The Space Cinema**.

Part of Vue International, The Space operates 36 cinema complexes across Italy with a total of 362 screens. It owns five out of the top ten highest grossing cinemas in Italy including the No.1 grossing cinema in the Italian market, the Parco de Medici in Rome.

The roll out involved the installation of AURES 690L terminals at all Space cinemas across Italy, each installed with Vista software. Vista Cinema is the global market leading enterprise platform for cinema exhibition that includes 18 modules of software integrated across cinema, head office and consumer-facing channels.

The Space project complemented a long-time relationship between AURES and Vista; AURES also supported Vista and other partners exhibiting software and a range of cutting edge POS hardware at this year's CinemaCon in Las Vegas from 23 to 26 April.

Both companies share a history of supplying tech solutions to Vue International, one of the world's biggest cinema operators and a market leader across several European countries as well as in Taiwan.

Richard Heitmann, sales director at AURES Group UK, said: "The cinema sector is a very important and exciting market for us. Beyond selling tickets, there is a high demand for impeccable, value added service, which means cinema operators are looking for efficient, reliable, flexible equipment to run their management and systems on.



"We are extremely pleased that we have been able to team up with Vista Cinema and with Vue International to supply our J2 products to The Space Cinema in Italy. We value such productive relationships, and we were delighted to support them at CinemaCon."

Mischa Kay, managing director for the EMEA region at Vista Entertainment Solutions, said: "Together with the fantastic team at AURES and The Space Cinema, we have successfully rolled out Vista Cinema software across the circuit. Italy represents a significant opportunity not only for Vista Cinema, but for the Vista Group of companies, to provide business benefits to the Italian industry."

Roland Jones, Vue International's executive director of technical services, said: "Vue International continues to implement best practices across its group of circuits in Europe. By introducing Vista's state-of-the-art, integrated operating system to cinemas such as The Space, we maximize a host of benefits that only the leading global cinema system can deliver."

About The Space Cinema

The [Space Cinema](#) is a leading cinema operator in Italy with 36 multiplex cinemas and 362 screens. Space owns five out of the top ten highest grossing cinemas in Italy including the No.1 grossing cinema in the Italian market - Parco de Medici. The business is a leader in a fragmented cinema market. At the end of 2014. The Space Cinema was acquired by Vue International.

About Vue International

Vue International is one of the world's leading cinema operators, managing the most respected brands in major European markets and Taiwan, spanning ten countries, 212 sites and 1,902 screens. The group has leading positions in the United Kingdom, Ireland, Germany, Denmark, Netherlands, Italy, Poland, Latvia, Lithuania and Taiwan. From its inception in May 2003 Vue International has grown organically and through strategic acquisition to deliver a premium out-of-home entertainment experience by combining the best content, with the best technology in the best environment.

Visit: www.vue-international.com

About Vista Entertainment Solutions ('Vista Cinema')

Vista Entertainment Solutions Ltd (Vista Cinema) is the world leader in cinema management software solutions with installations in more than 90 countries around the world and an estimated 38% global market share in the Large Cinema Circuit market. The Vista Cinema software product line comprises multiple modules, integrated and scalable, suited to cinema exhibitors operating 20+ screens and 100s of cinemas. Vista Cinema is headquartered in Auckland, New Zealand, and has subsidiaries incorporated in Los Angeles, London, Shanghai, Beijing, Cape Town and Mexico City.

Visit: www.vista.co

Twitter: [@VistaCinema](https://twitter.com/VistaCinema)

LinkedIn: www.linkedin.com/company/vista-entertainment-solutions

About AURES Technologies - www.ares.com

Founded in 1989 and listed on Euronext since 1999, the AURES Group is an IT manufacturer of complete ranges of hardware solutions for the POS (point of sale and point of service, including catering and hospitality businesses) and the Integration sectors (Kiosk and OEM products).

The systems designed and developed by the Group are intended for IT management, till functions and digital marketing at the POS (supply of touch systems, professional tablets, Retail PCs and Panel PCs, screens and monitors for digital and multimedia displays, interactive kiosks...).

With corporate sales of € 85.6 million for 2017, AURES has global presence, with its head office in France, subsidiaries in the UK, Germany, Australia and the USA - and a network of distributors and resellers in 50+ countries.

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