



ShowBiz Cinemas' Chooses Cinionic to Upgrade All SDX Auditoriums to Laser

Cinionic elevates ShowBiz with RGB+ Laser Light Upgrade Kits for Barco projectors

Sacramento, CA, March XX, 2020 - Cinionic, the cinema market leader illuminating more than half of the world's movie theaters, expands its relationship with Showbiz Cinemas, to power its Superior Digital Experience (SDX) auditoriums nationwide. The collaboration further solidifies both companies' commitment to elevating the movie-going experience, delivering brighter and better images for audiences to enjoy.

Cinionic will transform all SDX auditoriums with Cinionic RGB+ Laser Light Upgrade Kits to enhance their Barco Series 2 Projectors. Cinionic is fueling the exhibitor's remodels and renovations including ShowBiz's Kingwood and Waxahachie locations, coming later this year.

ShowBiz Cinemas is beloved by audiences for its cinema and bowling entertainment centers. SDX attracts moviegoers thanks to its premium amenities, including edge-to-edge curved 70ft+ screens, luxury seating, and state of the art sound. Cinionic's upgrade will help ShowBiz Cinemas' enjoy consistent high-quality laser projection for years to come.

"Cinionic is a strong and valuable partner for us and we're pleased to take this leap forward with them," said Kevin Mitchell, ShowBiz Cinemas CEO. "We maintain incredibly high standards across all of our SDX auditoriums and are constantly evaluating new technologies to ensure that we are always offering the best possible experience for our patrons. With the consistently stunning visual experience provided by Cinionic's Laser Upgrade solutions, we're going to elevate the ultimate cinematic viewing experience our customers associate with ShowBiz Cinemas and SDX to new heights."

ShowBiz Cinemas takes full advantage of Cinionic Laser solutions, including a prolonged projector lifespan with less maintenance and service. Audiences can enjoy the best possible visual experience and the most eco-friendly cinema solution, for a greener way to go to the movies.

"Our relationship with ShowBiz Cinemas builds upon Cinionic's passion for premium entertainment leveraging flexible laser solutions for exhibitors who want to upgrade and extend the lifetime of their projection investment," added Wim Buyens, CEO of Cinionic. "Laser powers today's entertainment destinations, for any type of exhibitor, whether it is on one screen, or thousands. We are honored to help Showbiz deliver their premium vision."

This announcement continues Cinionic's international expansion and leadership in laser. 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. Through its best-in-class technology solutions and enhanced services, Cinionic continues to introduce new solutions to meet the demands of the cinema industry worldwide.

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 enhanced services and technology solutions provide compelling cinema experiences for today, future-proofed for tomorrow. 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 Cinionic.

Cinionic has offices in Belgium, the United States, Hong Kong, and Mexico. Visit www.cinionic.com and follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) or [YouTube](#) for more information.

About ShowBiz Cinemas

Headquartered in Dallas, Texas, ShowBiz Cinemas was one of the first movie theatre chains to embrace and develop a bowling and movies entertainment center concept. ShowBiz Cinemas currently operates 10 locations in three states.