



## FOR IMMEDIATE RELEASE

### Vista Group International reveals exciting new products, demonstrations and insights at CinemaCon

**Auckland, New Zealand, 25 April, 2022:** With pandemic rules relaxing, the doors to the global cinema industry have reopened and Vista Group International is celebrating the reinvigoration at CinemaCon this week with the launch of new products, first-time demonstrations, and presentations.

Vista Group businesses attending CinemaCon, the largest movie theatre exhibition convention in the world, include Vista Cinema, Veezi, Retriever Solutions, Movio and Numero.

Following a high-profile announcement at CinemaCon last August and their first customer, Australia's Wallis Cinema, going live in January this year, Vista Cinema is now showcasing their new SaaS product: Vista Cloud. Exhibitors can visit Vista's CinemaCon booth and try out the comprehensive, reliable, and secure cinema management solution for themselves.

Vista will also be unveiling their new Digital offering, a portion of Vista Cloud which is available now to their on-premise customer base, empowering cinemas to build innovative online sales channels, backed by a robust and highly scalable Digital Platform.

Underpinned by this platform, Vista is launching Lumos, a new SaaS-based suite of channels that includes Lumos Web, Mobile, Kiosk and the all-new Order. This scan-to-order in-cinema dining service means moviegoers can order food and beverages easily from their seats without missing a scene. Lumos Order, which is natively integrated and evolves alongside Vista's software, will be available for demo at the Vista Group booth.

Retriever Solutions, a recent acquisition of Vista Group, also joins the Vista booth this year, with their software, menu board samples and app all available for demonstration. Exhibitors can see both theatre level views as well as back office functions. Meanwhile, Veezi, which provides software for independent cinemas, will have a demo of their full product suite, including a POS terminal.

With the exciting return of moviegoing, as shown in recent releases like The Batman, and Spiderman: No Way Home, Sarah Lewthwaite, Chief Client Officer at Movio, will join the International Day panel "Blockbusters or Bust", where Movio's exclusive insights on returning Moviegoer behaviour will add value to the discussion on the reliance on tentpole releases.

The importance of the box office will also have prominence when Simon Burton, CEO of box office reporting service Numero, presents in the CinemaCon Colosseum.

“It’s great to be back at CinemaCon, especially now that we’re starting to see a resurgence of moviegoers after a challenging couple of years,” says Kimbal Riley, CEO of Vista Group.

“We’re excited to see everyone face-to-face, share new products with exhibitors and reinforce how our businesses are here to provide services that support the cinema industry to thrive. Our investment and innovation in our businesses and products will be clear at CinemaCon, with the aim to connect the industry and power the moviegoer experience.”

**- ENDS -**

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#### **About Vista Group International:**

Vista Group International Ltd (Vista Group) is a public company, founded in New Zealand in 1996 and listed on both the New Zealand and Australian stock exchanges in 2014 (NZX & ASX: VGL). The Group provides software and additional technology solutions across the global film industry. Cinema management software is provided by Vista Entertainment Solutions (‘Vista Cinema’), the originating business of the Group. Movio (authority in moviegoer data analytics), Veezi (cloud-based software for the independent cinema market), Retriever Solutions, Maccs (film distribution software), Numero (box office reporting software for film distributors and cinemas), Powster (creative studio and marketing platform for movie studios) and Flicks (moviegoer ‘go to’ portal for movie information) provide an innovative range of complementary products across additional film industry sectors, from production and distribution, to cinema exhibition through to the experience of the moviegoer. Vista Group has offices located in New Zealand (Auckland HQ), Sydney, Cape Town, London, Amsterdam, Groningen, Timișoara, Shanghai, Beijing, Los Angeles, and Mexico City.

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