



For immediate release

Vista Group to showcase innovative software solutions at CineEurope

Auckland, New Zealand, 17 June 2022 – As the cinema resurgence continues, film industry technology company Vista Group International will attend CineEurope next week and showcase the latest in film and cinema technology from the group's businesses.

Vista Cinema, Veezi, Movio, Numero, Maccs and Powster will all have a presence at the European movie theatre convention and trade show, held in Barcelona from 20-23 June.

Vista Group's convention room (Level P1, Room 130) will exhibit the businesses' products and software in a demo environment, providing opportunities to interact with and experience the product capabilities of each brand.

Following a warm reception at CinemaCon in April this year, Vista Cinema will feature their new SaaS solution, Vista Cloud, at CineEurope where attendees can try out the comprehensive, reliable, and secure cinema management solution for themselves. Meanwhile Veezi, which provides software for independent cinemas, will have a demo of their full SaaS offering.

Vista will also reveal their new Digital offering in Europe for the first time. These cloud-hosted, seamlessly integrated sales channels are now available to on-premise customers, backed by a robust and highly scalable Digital Platform.

After their recent launch at CinemaCon, Vista will present the new Lumos, a SaaS-based suite of channels that includes Lumos Web, Mobile, Kiosk and the brand-new Order. This scan-to-order in-

cinema dining service will be available to demo at CineEurope, revealing the ease for moviegoers to order food and beverages from their seats.

Box office reporting platform, Numero, and film distribution software company, Maccs, will both feature demonstrations in the Vista Group room, while Numero CEO, Simon Burton, is presenting in a prestigious slot ahead of the Paramount presentation.

Digital creative studio, Powster, will be showcasing a number of recent immersive marketing activation launches, created in partnership with studios, exhibitors and brand partners and the latest developments and features of their industry-leading Showtimes Movie Platform in the Vista interactive demo space.

On Wednesday at 2pm, Powster Commercial Director, Michelle Stevens, will be moderating a panel for the ICTA, "Innovate to Engage", which will explore creative ways to engage with young audiences across marketing, partnerships and data usage.

Meanwhile, on Thursday, Movio's recently announced CEO, Sarah Lewthwaite, is moderating a series of short spotlight sessions, with topics including "How might cinemas benefit from inclusion from an audience perspective?" and "Digital First, A New Reality – what does this really mean for exhibition?".

"CineEurope is a wonderful opportunity to demonstrate how our platforms connect the industry and power the moviegoer experience and there's so much value in attending this convention and seeing people face-to-face," says Kimbal Riley, CEO of Vista Group.

"Our purpose is to bring more people together to experience the magic of movies and cinema and it's great to be able to show our innovative products to the industry in Europe.

"We're seeing that, after a difficult few years, people are excited to be back in movie theatres and, with our role of continuing to evolve the technologies we provide, we're thrilled to be part of this bright future of cinema."

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About Vista Group International:

Vista Group International Ltd (Vista Group) was founded in New Zealand in 1996 and listed on both the New Zealand and Australian stock exchanges in 2014 (NZX & ASX: VGL). Vista Group provides software, data and technology solutions across the global film industry. Vista Entertainment Solutions, the original business of Vista Group, provides cinema management software and digital solutions for large cinema

circuits, including Vista Cloud, and, with Veezi, also for independent cinemas. Movio (authority in moviegoer data analytics), 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' app and platform for movie and streaming 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), Los Angeles, London, Mexico City, Sydney, Cape Town, Amsterdam, Groningen, Timișoara, Shanghai, Beijing, and Kuala Lumpur.

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