



Vista Group returns to CineEurope with new innovation and insights

For immediate release

Auckland, New Zealand, 14th June 2023 - Vista Group, the global leader in software and tech solutions for the film industry, returns to CineEurope with insightful panels, presentations and their latest innovations.

Vista Group brands in attendance include Vista Cinema, Movio, Powster, Numero and Maccs and leaders across the Group will participate in key industry discussions in the form of CineEurope panels. Vista Group will also be showcasing the new innovation of Vista Oneview, a high-level app tailored towards cinema leaders.

Movio CEO Sarah Lewthwaite will be moderating the *Executive Roundtable: Engaging Audiences and the Future of the Cinema Industry*, on June 19. This session will focus on the importance of industry proactivity with emerging trends and shifts in consumer behaviour.

In addition, Michelle Stevens, Commercial Director in Sales for Powster, will moderate *How can cinemas prepare for the next wave of marketing innovations: Social, AI and AR*, held on June 21, with Till Cussmann, Vista Cinema's Managing Director in EMEA, producing.

Vista Cinema will also be offering discovery sessions on Vista Cloud and Horizon. Vista Cloud is a comprehensive, reliable, and secure cinema management solution that continuously delivers innovation and empowers cinemas to focus on what matters – the moviegoing experience – as the technical tasks of managing an on-premise software stack are largely removed. Horizon is Vista's cloud-based technology that allows cinemas to gain access to circuit-wide real-time performance data to expedite decision making by management teams. As part of the SaaS platform, Horizon is the first step of the Vista Cloud journey.

Vista Group CEO, Stuart Dickinson, is set to address CineEurope attendees in a presentation on June 21. "We're looking forward to contributing new innovations to the European cinema industry, and facilitating conversations around important industry topics," he says. "I'm excited to see how our clients and prospects in the European market respond to what we're offering, and see how they can benefit from the valuable insights we have access to."

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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), 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.