

PRESS RELEASE

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New brand identity for an internationally expanding company:

EIKONA Cinema Solutions becomes OneCinema

Schwarzach am Main, Germany, December 14th, 2023 – EIKONA Cinema Solutions GmbH is now called OneCinema GmbH. With its strategic rebranding, the software company specializing in the cinema industry is not only underlining its commitment to further expanding its global presence.

The central USP of the product portfolio is also firmly anchored in the new brand identity: "Our cloud systems already enable cinema operators and cinema chains to monitor and manage their cinemas efficiently – from a singular, centralized platform, minimizing operational complexities. In other words: We turn 100 cinemas into one. This embodies our rebranding as OneCinema," explains Joachim Schmitt, retaining his role as managing owner post the corporate set-up.

Software innovation meets international expansion

Since its foundation in 2012, OneCinema has quickly become the leading provider in the DACH market, championing the theater management system. The continuously evolving product range now also includes a digital signage system, an automation module for cinema hardware and building technology, and a cloud system for the centralized operation of cinema chains.

The reinforced focus on international markets aligns with the company's recent milestones, as OneCinema sales manager Andreas Stier explains. "After we were able to gain significant market share in other European countries in the last two years, the further expansion of our international business is only a logical consequence of this success."

The high-performance software solutions are always geared directly to the diverse market and customer needs, as Managing Director Joachim Schmitt explains further: "Our focus is always on cinema operators and their individual requirements and needs. This close exchange enables us to support them with innovative products at the right time."

Rebranding: new brand name and new corporate design

Concurrent with the expansion into global markets, a comprehensive modernization of the brand image unfolds – from the new corporate design to the meaningful brand name to the website relaunch in the upcoming year. In the context of the updated branding, OneCinema seeks to transparently communicate its international positioning, with the logo and website designs reflecting the company's enduring commitment to technological progress.

"Together with our customers and partners, we strive to reduce the complexity of technical cinema management as much as we can. So that cinema operators are able to concentrate on what truly matters to them – delivering their visitors an unforgettable cinematic experience. True to our motto: Focus on Entertainment. That's what OneCinema makes possible," concludes Managing Director Joachim Schmitt.

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About OneCinema

OneCinema (formerly EIKONA Cinema Solutions) is a leading provider of software to the global cinema industry. Since 2012, the German-based company has enabled cinema exhibitors to streamline their operations, reduce overall costs and generate new revenue.

OneCinema's innovative software combines Theater Management System (TMS), Digital Signage and Automation for cinema equipment and building technology via a central cloud system to create the complete package for cinema circuits and individual operators.

Through optimal integration with all third-party systems such as POS/Ticketing, content delivery, loyalty tools and advertising platforms, OneCinema achieves the highest level of automation, creating a seamless digital workflow across all areas of cinema operations.

In line with their motto "Focus on Entertainment", OneCinema empowers cinema exhibitors to concentrate on offering their customers an unforgettable cinema experience.