



Digima Srl and Unique X announce Italian Reseller Partnership

Dublin, Ireland — October 18th, 2022 — Unique X, the world-leading cinema software and content delivery company, is delighted to announce a resale partnership with Digima Srl, Italy's leading cinema integrator.

Based in Piemonte, Digima Srl will offer Unique X's RosettaBridge TMS, RosettaNet CMS™ and BaseKey KDM services to the Italian Exhibitor market.

As a major deployment partner of Unique X, Digima have already completed the rollout and training of the Rosetta suite of products to one of Italy's largest cinema chains. This provides Digima with considerable experience in not only installing RosettaBridge TMS but also providing local language training and configuration of the product within location.

Deployed with an Italian language interface, RosettaBridge TMS has developed integrations with Italian territory POS systems to create a fully automated operational workflow from schedule to screen.

Deploying RosettaBridge TMS with both BaseKey (for the automated delivery and application of KDMs) and RosettaNet CMS™ (to centralise site control and management to a single estate point of management) provides Exhibitor's with a class-leading and reliable set of products that form the basis of their cinema's operations.

Paulo Carmine, Presidente of Digima Srl commented 'We are very honoured to be a partner of Unique X for the Italian market, RosettaBridge will revolutionise the way our Cinemas work, this software will make life easier for exhibitors by avoiding the loss of both time and programming errors.'

Phillip Morris, CCO of Unique X noted 'Unique X is delighted to support Digima in the Italian market place and have already seen the advantage of working together with the roll out of RosettaBridge TMS to an Italian market leader under contract. We look forward to working with Paolo and his team in the coming years as we expand the market presence of both the Rosetta suite of products and Digima in the Italian market place.'

About Digima Srl

<https://www.digimaonline.com/>

Digima is the leading IT service for the Italian cinema market, managing and attending more than 500 screens throughout Italy with an average of about 450,000 shows a year, equal to more than 1,000,000 hours of screening. The cinemas with Digima's NOC remote assistance service project 99.99% of successful shows. Other initiatives of Digima are onsite maintenance service on all projector brands, owned digital signage software "Locandina Digitale", tailor made technical support from arthouse cinemas to multiplexes and consultancy in design, supply and installation of new projection and audio systems.

About Unique X

www.uniquex.com

Unique X is a brand for the future of digital cinema, providing revenue generating products intelligent autonomous solutions and content services. Unique X operates in 90 countries globally and specializes in delivering innovative cinema software. To date, more than 400 million GB of data have been transferred, and over 500 million advertising playlists have been delivered. Cinema solutions include



RosettaBridge TMS (Theatre Management System), RosettaNet Circuit Management System, Movie Transit (Digital Cinema Package Content Delivery Network), BaseKey (KDM management), RosettaLive (Event Streaming), our suite of sophisticated pre-show products of Advertising Accord, AdTransit and SmartTrailing, and our B2C private cinema hire platform Book The Cinema.