

NEWS RELEASE

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FOR IMMEDIATE RELEASE

Ushio America Announces Partnership with Matex Controls to Offer VEMS Platform for Cinema Buildings

Cypress, California (August 2016) — Ushio America, Inc. is pleased to announce partnership with Matex Controls, leader in software development for Building Management System. Their unique Virtual Energy Management System (VEMS®) platform, designed specifically for cinema buildings in mind, offers energy savings of more than 25% over time and with no out of pocket expense to exhibitors. VEMS presents the new possibilities of their innovative method of saving energy in buildings, especially cinemas.

Beyond that, VEMS is the software which automatically controls major energy consumers (ventilation, heating, air conditioning, and electricity) and now gives you even more possibilities like: a mobile application allowing you to change every parameter of your buildings; a back office module, which gives you support for any kind of reports about sales and movement of people or media consumption, and more. Discover for yourself more specific solutions of VEMS tailored to your needs.

"We are very happy to bring this unique solution to our cinema customers. There is no cost to exhibitors to start immediate savings on costly energy bills, it's that simple. Being more productive while using less energy has never been a greater imperative" comments Darek Gilczynski - Director of Sales for Ushio America's Cinema Business Unit.

"Our partnership with Ushio America opens new and unique ways for efficiency and energy cost optimization for the cinema industry. I'm very glad to work with Ushio America." - says Marcin Michalski, President of Matex Controls.

For more information about the VEMS platform or any of the other lighting-edge technologies from Ushio America, Inc., visit www.USHIO.com or call 800.838.7446.

About Ushio America, Inc.

Ushio America, Inc. is a leading manufacturer of Specialty and General Illumination lighting solutions based in Cypress, California. Established in 1967 as a subsidiary of Ushio Inc., in Tokyo, Japan, Ushio carries over 2,500 General Lighting and Specialty products. USHIO is the xenon lamp of choice for the digital cinema industry offering a full line of xenon lamps that are approved by Barco, NEC and Sony. Ushio also offers a washing system for cinema 3D glasses. For further information, visit www.USHIO.com.

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