

PANTAFLIX AG supports cinemas during coronavirus crisis with VoD platform technology

Munich, May 6, 2020. Exceptional times require exceptional measures. When the film audience cannot visit the cinemas of their choice, it is the cinema that visits film fans at home - and PANTAFLIX makes it possible. PANTAFLIX AG (GSIN: A12UPJ, ISIN: DE000A12UPJ7) supports for this purpose the "System Crasher" (Systemsprenger) Cinema Day on May 10, with its flexible video-on-demand platform technology.

The "System Crasher" Cinema Day is based on an idea of the founder of CINNOVATION GmbH and managing director of Port au Prince Pictures Jan Krüger, who distributes the film "System Crasher". Through this event, Krüger in cooperation with PANTAFLIX is offering an alternative to the Film Award Day of the German Film Academy, which was originally supposed to take place on May 3, but had to be cancelled due to the coronavirus situation.

On May 10, film fans will have the chance to stream one of last year's most successful Arthouse films in Germany (more than 630,000 viewers in total, awarded with eight Lolas at the German Film Awards) and also to be present at an exclusive live event with the winners of the Film Award and renowned moderators. PANTAFLIX makes it technologically possible. In concrete terms, the media group developed a virtual theatre platform specifically designed for this action within a very short time. Users can therefore select their favorite cinema on the start page of the cinema-video-on-demand solution (CVoD) on the System Crasher cinema day ([CVOD.de](https://www.cvod.de)) and support it with their virtual ticket. Cinemas will receive a direct share of the proceeds.

"As Jan Krüger came to us with the idea of the CVOD.de and the 'System Crasher Cinema Day', we didn't have to think twice about joining in. Many film fans are looking forward to going to the cinema, and cinema operators need support. If we can give something back and maybe even show an innovative path for the future, then it has already been worth it," says Manuel Uhlitzsch, CCO of PANTAFLIX AG.

"We are very happy that we could realize the idea for the event so quickly with the PANTAFLIX team. If there is anything positive to gain from the current situation, it is these kinds of ideas that bring cinemas, technology and film fans together in a smart way," says Jan Krüger, CEO of CINNOVATION and Port au Prince Pictures.

About PANTAFLIX AG:

PANTAFLIX AG (GSIN: A12UPJ, ISIN: DE000A12UPJ7) is a media and technology company with a clear growth strategy. Through the efficient integration of all Group divisions, the company achieves a high degree of integration with regard to the production, distribution, exploitation and marketing of films and series as well as their rights. In addition to the classic film production business PANTALEON Films, the music label PantaSounds, the production unit PANTAFLIX Studios and the creative agency Creative Cosmos 15 the cloud-based video-on-demand platform (VoD) PANTAFLIX is also part of the Group. The VoD-platform focusses on providing users with a tailor-made premium content offering via all relevant access channels.

PANTAFLIX

PANTAFLIX AG cooperates with renowned partners such as Amazon, Disney, Netflix, StudioCanal, Warner Bros. and others. The Group is represented in Berlin, Cologne and Munich.

Further information is available at www.pantaflixgroup.com and www.pantaflix.com.

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