



AT&T and Cinemark Develop Next-Generation Movie Theatre Experience

New collaboration brings together WarnerMedia content and AT&T 5G technology to create engaging, immersive and innovative movie theatre experience for Cinemark moviegoers

DALLAS, July 14, 2021 — As movie theaters open this summer, AT&T* and Cinemark have teamed up to create an enhanced movie theatre entertainment experience for fans and moviegoers to interact with their favorite Looney Tunes characters. The powerful combination of WarnerMedia content and AT&T 5G¹ with Cinemark’s unparalleled entertainment environment will create and amplify immersive content experiences for movie buffs.

The collaboration launched this month -- just in time for the release of *Space Jam: A New Legacy* on July 16 in select Cinemark theatres. “Pose with the Tune Squad” kiosks² presented by AT&T 5G will be in 3 Cinemark flagship theaters in Texas -- [Legacy](#) and [West Plano](#) in Plano, Texas and [Memorial City](#) in Houston, Texas.

Moviegoers will have the opportunity to pose with their favorite Tune Squad characters through a unique AR photo activation. The immersive experience lets fans select their favorite characters to pose with and take a picture. The animated image download can be shared with friends and family afterward.

How it Works

As moviegoers approach the screen, Bugs Bunny & Friends encourage fans to scan the QR code, which will bring them to a secure website to select the characters desired in the picture. After entering an email and phone number to receive a copy of the picture, fans are prompted to strike a pose and the characters will walk in and take a picture. The picture will have a customized Cinemark hashtag and be sent to moviegoers.

“At Cinemark, we know that moviegoers are looking for an innovative, enhanced experience, and our collaboration with AT&T is just another example of how we are transforming our theatres into complete entertainment destinations,” said Wanda Gierhart Fearing, CMO, Cinemark. “This collaboration allows us to create a unique experience for our guests.”

“As streaming continues to be a mainstay in our lives, unique and shared experiences elevate what movie theaters can give fans through fully immersing them in a story,” said



Mo Katibeh, who leads AT&T's Network Infrastructure and Build. "Imagine a future of being immersed in an entertainment experience tailored specifically to you that begins from the moment you walk into a cineplex. This is the beginning of many exciting possibilities and the Cinemark collaboration is an example of how AT&T, through our 5G network, is working to bring solutions from across our company to help companies transform their business."

Fans can also visit AT&T flagship locations in [Dallas](#), [Chicago](#) and [San Francisco](#) to check out a variety of Space Jam-themed interactive experiences.

¹ Each Pose with the Tune Squad kiosk will use a Nighthawk 5G hotspot to attempt to connect to the local AT&T 5G sub-6 network, but may fall back to LTE.

² Pose with the Tune Squad kiosks are built on AT&T XR (Extended Reality Solutions), which help enable enterprise digital transformation with AR/VR and Mixed Reality applications.

***About AT&T Communications**

We help family, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to mobile video streaming, we @ATT innovate to improve lives. AT&T Communications is part of AT&T Inc. (NYSE:T). For more information, please visit us at att.com.

Cinemark Holdings, Inc.

Headquartered in Plano, TX, Cinemark (NYSE: CNK) is one of the largest and most influential movie theatre companies in the world. Cinemark's circuit, comprised of various brands that also include Century, Tinseltown and Rave, operates 523 theatres (325 U.S., 198 South and Central America) with 5,872 screens (4,436 U.S., 1,436 South and Central America) in 42 states domestically and 15 countries throughout South and Central America. Cinemark consistently provides an extraordinary guest experience from the initial ticket purchase to the closing credits, including Movie Club, the first U.S. exhibitor-launched subscription program; the highest Luxury Lounger recliner seat penetration among the major players; XD - the No. 1 exhibitor-brand premium large format; and expansive food and beverage options to further enhance the moviegoing experience. For more information go to <https://investors.cinemark.com/>

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