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## **Cineplex and CJ 4DPLEX Introduce 4DX: The Province's First Multi-Sensory Experience Opens Today at *Cineplex Cinemas Metropolis***

4DX Transforms Movie-going in British Columbia by Kicking Off with *Avatar: The Way of Water*

Showtimes and Tickets Now Available at the Theatre, Cineplex.com and the Cineplex App

TORONTO, ON, December 15, 2022 (TSX: CGX) – **Cineplex**, a leading entertainment and media company, in partnership with **CJ 4DPLEX**, the world's leading producer of premium film formats and cinema technologies, announced that British Columbia's first **4DX** auditorium opens at ***Cineplex Cinemas Metropolis*** in Burnaby today, on **Thursday, December 15**. The 4DX cinematic experience gives audiences the ability to fully escape into their movie while engaging all of their senses, including touch, sight, sound and smell. The enhanced cinematic experience at *Cineplex Cinemas Metropolis* will debut with *Avatar: The Way of Water*.

Developed by CJ 4DPLEX, 4DX is a state-of-the-art film technology that delivers an immersive multi-sensory cinematic experience incorporating on-screen visuals with synchronized motion seats as well as environmental effects such as water, wind, fog, scent, snow and more, to enhance the action on screen. It is the world's first and leading 4D movie technology brand for feature films including Hollywood blockbusters, local films, and alternative content such as concerts and commercials.

"The state-of-the-art technology that CJ 4DPLEX has masterfully created brings a true and incomparable escape into the magical world of cinema that you have to see, hear, feel and smell to believe. The 4DX experience is another example of our ongoing commitment to innovation in our theatres," said **Kevin Watts, Executive Vice President, Exhibition & LBE, Cineplex**. "It is a real thrill to bring 4DX to our guests in Burnaby and the surrounding Metro Vancouver area, especially just in time for the busy holiday season when we all look forward to visiting the theatres with family and friends."

"We are excited to expand 4DX in Canada and continue our partnership with Cineplex. 4DX provides moviegoers with an experience that can only be appreciated in the theatre," said **Duncan Macdonald, Head of Worldwide Marketing and Theatre Development, CJ 4DPLEX America**. "The process to enhance content

for the 4DX screen requires skilled editors and weeks of work; the end result is magical. Nothing matches the immersive and interactive experience that 4DX provides.”

Cineplex and CJ 4DPLEX first partnered in 2016 to launch Canada’s first 4DX auditorium at *Cineplex Cinemas Yonge-Dundas and VIP* in Toronto, Ontario. Since then, the partnership has been extended to bring 4DX theatres to seven locations. CJ 4DPLEX also owns ScreenX, the world's first multi-projection theatre system that surrounds and transports moviegoers into the movie with exclusive story-enhancing imagery, allowing a 270-degree panoramic experience. With 15 locations at Cineplex theatres across the country, ScreenX provides an immersive and premium moviegoing experience that can’t be replicated at home.

4DX Cineplex locations across Canada:

- *Cineplex Cinemas Metropolis*, Burnaby, BC
- *Scotiabank Theatre Chinook*, Chinook, AB
- *Cineplex Odeon South Edmonton*, Edmonton, AB
- *Cineplex Cinemas Hamilton Mountain*, Hamilton, ON
- *Cineplex Cinemas Winston Churchill & VIP*, Oakville, ON
- *Cineplex Cinemas Ottawa*, Ottawa, ON
- *Cineplex Cinemas Yonge-Dundas and VIP*, Toronto, ON

Cineplex operates over 170 theatres and location-based entertainment venues across Canada, including 25 theatres in British Columbia. For further information and to learn about all the features *Cineplex Cinemas Metropolis* has to offer, head to [Cineplex.com](http://Cineplex.com).

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### **About Cineplex**

Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. Cineplex offers a unique escape from the everyday to millions of guests through its circuit of over 170 movie theatres and location-based entertainment venues. In addition to being Canada’s largest and most innovative film exhibitor, the company operates Canada’s favourite destination for ‘Eats & Entertainment’ (The Rec Room) and complexes specially designed for teens and families (Playdium). It also operates successful businesses in digital commerce (CineplexStore.com), alternative programming (Cineplex Events), cinema media (Cineplex Media), digital place-based media (Cineplex Digital Media) and amusement solutions (Player One Amusement Group). Providing even more value for its guests, Cineplex is a joint venture partner in Scene+, Canada’s largest entertainment loyalty program.

Proudly recognized as having one of the country's Most Admired Corporate Cultures, Cineplex employs over 10,000 people in its offices and venues across Canada and the United States. To learn more, visit [Cineplex.com](http://Cineplex.com).

## **About CJ 4DPLEX**

CJ 4DPLEX is a leading, next-generation cinema technology company, headquartered in Seoul with international offices in Los Angeles and Beijing. The company has created innovative film technologies for theaters worldwide that include 'ScreenX', '4DX', and '4DX Screen' for consumers to experience films in ways that were never before possible.

CJ 4DPLEX is a part of the CJ Group conglomerate that also includes entertainment powerhouses CJ CGV, the fifth largest theater chain in the world, and CJ ENM (CJ Entertainment & Media), who produced the Academy Award®, Golden Globe® and SAG Awards winning film, "Parasite". CJ 4DPLEX was named Most Innovative Company of 2017 and 2019 in Live Events by Fast Company, and the technology has been recognized with Silver at the Edison Awards in the Media and Visual Communications-Entertainment category in 2015 and 2018.

ScreenX is the world's first multi-projection cinema with an immersive 270-degree field of view. By expanding the image beyond the frame and onto the walls of the theatre, ScreenX places the audience directly at the center of the story, creating a visually immersive viewing experience unlike any other. To date, there are over 347 ScreenX auditoriums around the world in 38 countries.

4DX provides moviegoers with a multi-sensory cinema-going experience, allowing audiences to connect with movies through motion, vibration, water, wind, snow, lightning, scents, and other special effects that enhance the visuals on-screen. Each 4DX auditorium incorporates motion-based seating synchronized with more than 21 different effects and optimized by a team of skilled editors. To date, there are over 783 4DX auditoriums around the world, spanning over 69 countries.

4DXScreen is a powerful combination of our super premium immersive theatre technologies of ScreenX and 4DX in one auditorium, creating a never-before-seen experience for cinemagoers. To date, there are 41 4DXScreens installed around the globe.

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