



ScreenX, Canada's First Panoramic Movie-watching Experience, Opens Tomorrow with "Aquaman"

270-Degree Cinematic Format to Debut at Cineplex Cinemas Queensway and VIP

*Showtimes and Tickets Available Now at Theatre Box Office,
Cineplex.com and Cineplex Mobile App*

TORONTO, CA. - December 19, 2018 – [CJ 4DPLEX](#), in partnership with [Cineplex](#), announced today the start of a pilot that will see the opening of Canada's first ScreenX auditorium tomorrow – Thursday, December 20, in Toronto, Ontario. The immersive new experience will open at *Cineplex Cinemas Queensway and VIP* and will debut with Warner Bros.' highly anticipated film, "Aquaman."

ScreenX is the world's first multi-projection theatre technology that enables a 270-degree, panoramic movie-watching experience. Using a proprietary system to expand the centre screen image to the side walls, ScreenX surrounds audiences with imagery beyond the frame of the traditional movie screen and provides them with a sense of being inside the movie. The opening at *Cineplex Cinemas Queensway and VIP* will bring ScreenX's total global footprint to 187 locations in 16 countries.

"This new ScreenX auditorium in Toronto and our ongoing partnership with Cineplex is another big step for ScreenX," said Brandon Choi, CEO of CJ 4DPLEX America. "We are excited to use this new location as a starting point to introduce our 270-degree cinema environment to the wider Canadian marketplace."

"At Cineplex, we are always looking for the newest and most innovative experiences to introduce to our guests across the country," said Dan McGrath, Chief Operating Officer, Cineplex. "ScreenX is a perfect example of this and we are so excited to continue our partnership with CJ 4DPLEX and launch yet another first for Canadian movie-goers."

The announcement today further expands the relationship between the two Companies. CJ 4DPLEX and Cineplex partnered in 2016 to open Canada's first 4DX auditorium at *Cineplex Cinemas Yonge-Dundas and VIP*. Following a successful pilot, the Companies announced an expanded agreement in September 2018 that will bring the 4DX experience to as many as 13 additional Cineplex locations across the country over the coming years.

"Aquaman" is the fourth film in a multi-picture agreement between Warner Bros. Pictures and CJ 4DPLEX and the eighth Hollywood blockbuster released in ScreenX this year alone. "Aquaman" follows the globally successful ScreenX blockbuster engagements of "The Meg", "The Nun" and "Fantastic Beasts: The Crimes of Grindelwald". The ScreenX slate continues in 2019 with the first solo feature of fan-favourite "Shazam!" in April 2019.



Showtimes and tickets for “Aquaman” are available now at the theatre box office, Cineplex Mobile App and at Cineplex.com.

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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 immersive film technologies for theaters worldwide that include ‘4DX’, ‘ScreenX’ and ‘4DX with ScreenX’ for consumers to experience films in ways that were never before possible.

4DX provides moviegoers with an immersive, multi-sensory experience, allowing the audience 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 20 different effects and optimized by a team of skilled editors, maximizing the feeling of immersion within the movie, beyond the limits of audio and video. More than 570 Hollywood and local titles have been screened in 4DX. To date, more than 68,000 4DX seats operate in 590 auditoriums, spanning 61 countries.

ScreenX is the world’s first multi-projection theater technology used within a theatre setting, marking it as the most visually immersive theater experience of CJ 4DPLEX. ScreenX allows moviegoers to go beyond the frame of the movie screen by utilizing a proprietary system that expands images of feature films and pre-show advertising to the left and right walls of the theatre, creating an immersive, panoramic, 270-degree viewing experience. To date, ScreenX has been installed in 184 screens around the world, including 85 screens in South Korea; 61 screens in China; 11 in the United States; 5 in England; 4 in Turkey; 4 in Japan; 3 in Switzerland; 2 in France; 2 in Vietnam and 1 in Spain, Hungary, UAE, Kuwait, Thailand, Indonesia, and Israel.

About Cineplex:

A leading entertainment and media company, Cineplex (TSX:CGX) is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. As Canada’s largest and most innovative film exhibitor, Cineplex welcomes over 70 million guests annually through its circuit of 164 theatres across the country. Cineplex also operates successful businesses in digital commerce (CineplexStore.com), food service, alternative programming (Cineplex Events), cinema media (Cineplex Media), digital place-based media (Cineplex Digital Media), amusement solutions (Player One Amusement Group) and an online esports platform for competitive and passionate gamers (WorldGaming.com). Additionally, Cineplex operates a location based entertainment business through Canada’s newest destination for ‘Eats & Entertainment’ (The Rec Room), and will also be opening new complexes specially designed for teens and families (Playdium) as well as exciting new sports and entertainment venues across Canada (Topgolf). 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 approximately 13,000 people in its offices across Canada and the United States. To learn more visit Cineplex.com or download the Cineplex App.



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