



CJ 4DPLEX AND CINEPLEX OPEN NEW IMMERSIVE 4DX AND SCREENX LOCATIONS ACROSS CANADA

***Multi-Sensory 4DX Experience and 270-Degree Panoramic ScreenX Experience
Open in Ontario, Alberta and British Columbia***

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

LOS ANGELES AND TORONTO (December 11, 2019) -- [CJ 4DPLEX](#), the world's leading cinema technology company, in partnership with [Cineplex](#), one of Canada's leading entertainment and media companies, today announced the expansion of immersive theatre formats 4DX and ScreenX in locations across Canada.

The exciting multi-sensory 4DX experience is now open at three new locations:

- *Cineplex Cinemas Winston Churchill* in Oakville, Ontario
- *Cineplex Cinemas Hamilton Mountain* in Stoney Creek, Ontario
- *Scotiabank Theatre Edmonton* in Edmonton, Alberta

And the panoramic experience ScreenX is now open at four new locations:

- *Cineplex Odeon Sunridge Spectrum Cinemas* in Calgary, Alberta
- *Cineplex Odeon South Edmonton Cinemas* in Edmonton, Alberta
- *Scotiabank Theatre Vancouver* in Vancouver, British Columbia
- *Scotiabank Theatre Toronto* in Toronto, Ontario

A new 4DX location at *Scotiabank Theatre Ottawa* in Ottawa, Ontario is targeted to open December 13th, while a new ScreenX location at *Cineplex Cinemas Yorkdale* in Toronto, Ontario is targeted to open December 17th. This will bring the current total to six 4DX and six ScreenX screens in theatres across Canada.

4DX's advanced theatre technology enhances the on-screen visuals of action-packed blockbusters, transcending the traditional cinema experience through special effects including motion-synchronized seats, wind, fog, rain, lightning, snow, bubbles, vibration and scents. The result is one of the most innovative cinema formats in the industry, drawing fans into the action on the big screen.

ScreenX is the world's first multi-projection theatre technology that allows a 270-degree panoramic movie watching experience. ScreenX allows the audience to go beyond the frame of the traditional movie screen, utilizing a proprietary system to expand the centre screen image to the side walls, surrounding audiences with imagery and providing the sense of being inside the movie.

“CJ 4DPLEX’s partnership with Cineplex has been instrumental in introducing our innovative 4DX and ScreenX technology to Canada and we are thrilled to continue our expansion,” said JongRyul Kim, CEO of CJ 4DPLEX. “Cineplex guests will love the 4DX experience with films from action blockbusters to horror, comedy and animation enhanced for a uniquely entertaining, immersive theatre-going experience. ScreenX is a visually immersive experience where genre films, along with action blockbusters and musicals benefit from the format’s extra-wide panoramic view.”

“As Cineplex continues to expand our movie-going options, we are excited to introduce these innovative experiences to more movie-lovers across the country,” said Kevin Watts, Senior Vice President, Exhibition, Cineplex. “4DX and ScreenX exemplify our commitment to providing guests with the latest cutting-edge cinema technologies and creating memorable experiences that cannot be replicated at home.”

CJ 4DPLEX and Cineplex first partnered in 2016 to launch Canada's first 4DX auditorium at *Cineplex Cinemas Yonge-Dundas and VIP* in Toronto, Ontario. The second 4DX location opened in August this year at *Scotiabank Theatre Chinook* in Calgary, Alberta. In 2018, CJ 4DPLEX and Cineplex extended their partnership with the launch of Canada's first ScreenX auditorium at *Cineplex Cinemas Queensway and VIP* in Toronto, Ontario.

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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 innovative 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 advanced, 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 21 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 660 Hollywood and local titles have been screened in 4DX. To date, more than 79,000 4DX seats operate in 700 auditoriums, spanning 65 countries.

ScreenX is the world’s first multi-projection theater technology used within a theatre setting, marking it as the most visually advanced 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 a surrounding, panoramic, 270-degree viewing experience. To date, ScreenX has been installed in 270 screens around the world in 24 countries.

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. A leading entertainment and media company, Cineplex welcomes over 70 million guests annually through its circuit of theatres and location based entertainment venues across the country. In addition to being Canada's largest and most innovative film exhibitor, 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 Network). 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](https://www.cineplex.com) or download the Cineplex App.

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