



Cineplex and The VOID Announce Canadian Expansion Plans

Companies Working Together to Bring Immersive Virtual Reality Experiences
to Communities Across Canada

New Location Coming Soon to The Rec Room at West Edmonton Mall
Featuring *Star Wars: Secrets of the Empire* by The VOID and ILMxLAB

TORONTO, ON: July 10, 2018 – [Cineplex](#) (TSX: CGX), a leading entertainment and media company, and [The VOID](#), the critically acclaimed immersive entertainment company, today announced a new, exclusive expansion agreement that will see the opening of new VOID Experience Centers in communities across Canada. By combining state-of-the-art VR technology, physical stages and multi-sensory effects including touch and smell, The VOID invites fans to a social activity to enjoy with friends and family and become active participants in a new hyper-reality. The financial terms of the agreement were not disclosed.

With its first location already successfully operating at Cineplex's [The Rec Room](#) in downtown Toronto, the agreement announced today will provide Cineplex with the exclusive rights to operate The VOID concept in Canada. The initial plan is to open a minimum of five VOID Experience Centers over the coming years, both inside and outside of Cineplex operated properties. Opening last summer, residents and visitors to the Toronto area have been able to step beyond reality and into the *Ghostbusters: Dimension* at the city's favorite destination for 'Eats & Entertainment,' The Rec Room, at the historic Roundhouse.

"In addition to announcing this Canadian market development plan with The VOID, today we are also sharing the news that this summer we will be opening a second location in Canada at our West Edmonton Mall location of The Rec Room," said Ellis Jacob, President and CEO, Cineplex. "Entertaining people is what we do best and this truly immersive, engaging and interactive experience is a great addition to our growing list of entertainment offerings."

"We're committed to transporting everyone, everywhere on virtual adventures. To deliver on that promise, The VOID will continue to open our unique entertainment centers in key markets and major destination cities," said Cliff Plumer, CEO of The VOID. "Through our partnership with Cineplex, The VOID will bring immersive VR – through sight, sound, touch, smell and motion – to a broad consumer audience."



Each VOID Experience Center consists of:

- Social Experience: The VOID is a shared, multi-person experience that creates a tangible emotional bond as people play together unlike most VR that isolates users.
- Original and Beloved Storylines: Enter unexplored worlds filled with immersive and entertaining experiences. Guests can step into some of the world's favorite franchises, including [Star Wars™: Secrets of the Empire](#) developed by ILMxLAB and [Ghostbusters: Dimensions](#).
- Physical Sets: Custom stages and a wide array of sensory effects, designed specifically by The VOID are used to fully draw participants into the digital world that has been mapped over the physical space.
- State-of-the-Art Gear: The VOID's proprietary designed equipment melds the physical and digital worlds together through head mounted displays (HMDs), backtop™ computers and haptic vests, allowing sensory effects to be felt from multiple points using haptic feedback.

Launched in collaboration ILMxLAB, Lucasfilm's Immersive Entertainment division, and The VOID, *Star Wars: Secrets of the Empire* transports guests deep into the beloved *Star Wars™* universe allowing them to walk freely and untethered throughout the full-sensory experience with friends and family. Under the orders of the rebellion, teams of four guests must work together to infiltrate an Imperial base disguised as stormtroopers where they'll navigate through to steal critical intelligence with help from familiar *Star Wars* characters along the way. Its first location in Canada will open at The Rec Room at West Edmonton Mall in Edmonton, Alberta, later this summer and at The Rec Room's Roundhouse location this fall.

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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.



About The VOID

Step inside your favorite story with The VOID; the global leader of a new category of immersive location based experiences that utilize cutting edge tech and IP from Hollywood's biggest players to mark a new frontier in interactive entertainment and storytelling. Combining state-of-the art VR technology, physical stages and multi-sensory effects- including touch and smell – The VOID invites fans to become active participants in a new hyper-reality. The VOID's Experience Centers are located in: Downtown Disney in Anaheim, Calif., Glendale Galleria in Glendale, Calif., Grand Canal Shoppes at The Venetian and The Palazzo Hotel in Las Vegas, Nev., Lindon, Utah, Disney Springs in Orlando, Fla., Westfield Stratford City in London, U.K., Hub Zero, City Walk in Dubai, U.A.E., and The Rec Room in Toronto, On

For more information and to purchase tickets, visit www.thevoid.com and follow @voidvr on [Instagram](#), [Facebook](#) and [Twitter](#).

About ILMxLAB

Founded in 2015, ILMxLAB is Lucasfilm's immersive entertainment division which combines compelling storytelling, technological innovation and world-class production to create truly impactful, immersive entertainment experiences. The group develops experiences for virtual reality, augmented/mixed reality, real-time cinema, theme park entertainment and narrative-based experiences for future platforms. ILMxLAB is known for *Carne y Arena*, the Oscar-winning VR installation directed by Alejandro G. Iñárritu, and the critically-acclaimed hyper reality experience *Star Wars: Secrets of the Empire*. For more information, follow @ILMxLAB on [Facebook](#), [Twitter](#), [Instagram](#), and [YouTube](#).

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