



## **D-BOX Technologies to Offer Canadians First Ever D-BOX VR Cinematic Experience at Cineplex's *Scotiabank Theatre Ottawa***

**Montreal, (Canada) – September 19, 2017** – D-BOX Technologies Inc. (TSX:DBO) (“D-BOX”), a world leader in immersive entertainment experiences and Cineplex (TSX: CGX), a leading entertainment and media company, announced today the installation of 10 D-BOX VR motion seats and VR systems in Cineplex's *Scotiabank Theatre Ottawa*.

With this new venture, customers of all ages will be able to fully engage in an experience that is firmly rooted in the rich storytelling traditions of cinema, yet is creatively heightened by the immersive power of VR. Construction at *Scotiabank Theatre Ottawa* is expected to begin shortly, with plans to open this fall with the Canadian premiere of a first-of-its-kind animated VR Motion experience. Created and produced by The Virtual Reality Company (VRC), *Raising a Rukus* takes viewers on a series of magical adventures with a brother, sister and their mischievous pet dog named Rukus.

While VR has been the domain of gamers and teens, this very unique, cinema-style VR experience from D-BOX is designed to appeal to people of all ages. The end result is a cinematic event propelled by a great narrative that will keep viewers totally immersed from the opening scene to the end credit.

“We entertain more than 75 million Canadians a year so integrating VR entertainment experiences into our theatres is a natural extension of what we do best,” said Pat Marshall, Vice President, Communications and Investor Relations, Cineplex. “We love bringing innovative new entertainment choices to our guests and we are pleased to work with D-BOX to bring this new, immersive VR experience to the Ottawa community.”

“We’ve been working with Cineplex since 2009 and today they have more than 80 auditoriums equipped with D-BOX motion systems, providing movie-goers with an exceptional in-theatre experience,” states Claude Mc Master, President and CEO of D-BOX. “This new venture underlines our commitment to move full speed ahead into the world of VR through immersive storytelling and offers the movie industry a reliable, manageable, secure and efficient way to create recurring revenue.”

*Scotiabank Theatre Ottawa* is located at 2385 City Park Drive in Gloucester, Ontario. To purchase tickets or for more information, visit [Cineplex.com](http://Cineplex.com).



#### **ABOUT D-BOX**

D-BOX is a company of visionaries, artists, and innovators. We create hyper-realistic, immersive entertainment experiences by moving the body and sparking the imagination through the use of technology and motion. This expertise is one of the reasons why we have collaborated with some of the best companies in the world to deliver new ways to tell great stories. Whether it's movies, video games, virtual reality applications, themed entertainment or professional simulation, we're driven by a desire to enhance the experience and, ultimately, move the world.

D-BOX Technologies Inc. is a publicly traded Canadian company listed on the Toronto Stock Exchange (TSX: DBO). The head office is located in Montreal and offices are based in Los Angeles, USA and Beijing, China. More information is available at [D-box.com](http://D-box.com)

#### **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 75 million guests annually through its circuit of 163 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). It also operates a location based entertainment business through Canada's newest destination for 'Eats & Entertainment' (The Rec Room), and will be opening new sports and entertainment complexes in communities across the country (Topgolf). Additionally, 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 13,000 people in its offices across Canada and the United States. To learn more visit [Cineplex.com](http://Cineplex.com) or download the Cineplex App.

For further information, please contact:

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