



APRIL 12, 2016 7:13am PT by Carolyn Giardina

CinemaCon: Cineplex to Open First 4DX 4D Theater in Canada

CJ E&M

The auditorium with motion seats and effects like wind and mist is expected to open this summer in downtown Toronto.



CJ 4Dplex is entering the Canadian market with its 4DX brand of 4D cinema auditorium, which is designed to involve the viewer in the movie with specially designed motion chairs and environmental effects like wind, mist, bubbles, snow and scent working in sync with the action.

Cineplex Entertainment and CJ inked a deal Tuesday at theater owners' confab CinemaCon to put a 4DX installation at Cineplex Cinemas Yonge-Dundas and VIP in Toronto. It's expected to open this summer.

"We are very excited and hopefully this will be the first of more," said Cineplex COO Dan McGrath at the signing.

Seoul-based CJ operates 4DX screens in 233 auditoriums across 37 countries, up from 170 auditoriums in 33 countries at this time last year. Deals also were signed to expand 4DX into Portugal and South Africa.

Cineplex is headquartered in Toronto and operates 163 theaters with 1,666 screens.

This week at CinemaCon, 4DX is also demonstrating its motion chairs in use with virtual reality goggles, something they are starting to showcase in select theater lobbies.