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4DX 4D Movie Theater Planned In Chicago

Seoul-headquartered CJ 4DPLEX has entered into an agreement with Marcus Theatres, the fifth-largest theater chain in the U.S., to open its first 4D cinema in the Chicago market. Construction is scheduled to start at the Marcus Gurnee Cinema, with plans to open in November.



After having its U.S. **debut in Los Angeles** last year, and announcing plans to be available in two New York theaters later this year, this deal will put 4DX into the top three U.S. markets.

The technology offers '4D' effects including motion, wind, fog and rain. *Avengers: Age of Ultron* and *Jurassic World* have been among the recent releases in the format.

Since debuting in 2010, 4DX now operates in 187 theaters in 34 countries including Brazil, China, Korea, Russia, UAE and the UK. It was launched in the U.S. at Los Angeles' AEG-owned Regal Cinemas L.A. LIVE Stadium 14 in June 2014. During its first year, the 104-seat 4DX auditorium generated \$1.7 million in revenue. As previously announced, two Manhattan locations are slated to open later this year, at Regal Union Square Stadium 14 and Regal E-Walk 13.



“It is important that we continue to bring options to guests that help create the ultimate movie-going experience,” said **Rolando Rodriguez**, president and CEO of Marcus Theatres, in a statement. “We have invested in a wide variety of amenities across many of our theaters, including seating, food and beverage options and premium large format screens. Now we are excited to bring another unique, experiential offering to guests at Gurnee Cinema through 4DX.”