



## First 4DX Auditorium Coming to Kuwait

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CJ 4DPlex has announced that the company has signed a contract to open the first 4DX auditorium in Kuwait with KNCC (Kuwait National Cinema Company), the country's number one cinema operator.

Also, 4DX has signed an MOU with China's SFC (Shanghai Film



Corporation) early this month, which opens the way to an in-depth discussion on the actual launch of 4DX theaters.

KNCC (Kuwait National Cinema Company), established in 1954, is a pioneering Kuwaiti cinema company currently operating 54 screens in 11 locations, under the Cinescape brand. The two locations to introduce 4DX theaters this summer are Cinescape at The Avenues Mall and Cinescape at 360 Mall, the two leading shopping centers in Kuwait. Both shopping malls are located in prominent areas of Kuwait, off of major highways and have a premium and modern design.

“We are very excited to launch our country’s first 4DX theater at KNCC’s two flagship sites this year. Kuwaitis love dynamic experiences and they will welcome the chance to experience an unprecedented immersive 4DX experience. KNCC wants to be the leader in technological innovation, offer new leisure and entertainment opportunities to the moviegoers in our nation. 4DX will gradually change the country’s movie-going trends, just like in the UAE, and other neighboring countries”, said Ahmad Al Osaimi, CEO of KNCC.

4DX is currently operating 233 theaters in 37 countries worldwide, with target to expand to over 400 theaters by the end of this year.