



# Cinepolis launches India's first 4DX movie screen

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Mexico based international movie exhibition chain Cinepolis on Thursday launched India's first 4DX technology enabled screen at Thane in Maharashtra. With the launch of the new Cinepolis megaplex at Vivanna Mall, the multiplex chain has also crossed the milestone of 100 screens in India.

With 14 screens, the megaplex houses six concepts under one roof viz. Cinépolis VIP, IMAX, 4DX, Dolby Atmos, RealD 3D and 4K projection system. For the first time, audiences will have access to 4DX to India which provides a fully immersive movie experience with a real simulation of effects like motion seats, water, wind, fog, lightening and scents that enhance what one views on the screen.

The Cinépolis VIP is a concept that reinvents entertainment with full leather recliners, in-theatre restaurant apart from the existing service on-seat. It is also the first Cinépolis property to have a fully-equipped IMAX® Screen.

In addition, another auditorium in the complex is equipped with Dolby Atmos, which employs up to 64 speakers to heighten the realism of every scene. Patrons can also enjoy freshly-prepared gourmet food at the in-house coffee shop, Coffee Tree, in the lobby of Cinépolis.

The property also has the state of the art 3-D [technology](#) from Real-D® systems which has an exclusive tie-up with Cinépolis in India. Apart from this, movie goers can avail of the benefits of Club Cinépolis, the company's loyalty programme at the theatre in Viviana Mall.

Javier Sotomayor, Managing Director, Cinépolis India said "Cinépolis pioneered the concept of luxury cinemas and the largest operator of luxury cinemas worldwide. We are glad to bring the same to India. This is our second [Cinopolis](#) VIP property in India, which will provide a superior movie viewing experience to the discerning audience."



"Megaplexes such as these enable us to bring all these different concepts under one roof. We can also provide flexibility to our patrons to watch their favourite shows at their preferred timings. We thank Mr. Ashwin Sheth and his team for the opportunity to be able to gift to the people of Thane this great megaplex at Viviana Mall, Thane. On the back of this success, we aim to reach the 400-screen landmark by 2017," he adds.

Speaking about the growth plans of Cinépolis, Ashish Shukla, Director – Expansion, Cinépolis India said, "With this 110th screen launching within five years of our operations, Cinépolis continues to be the fastest organically growing company in India, on an average 2 screens per month. 4DX as an experiential cinema will change the way movie goers watch movies in India. We look forward to building Megaplexes like the Viviana Mall across the country in partnerships with leading developers. Visit soon, and enjoy the amazing experience."

Mr Devang Sampat, Business Head – Strategy, Cinépolis India shared, “We would focus on programming as wide variety of content as "possible to suit the demands from all the different segments. We intend to showcase niche content which haven't been able to come to the silver screen earlier. ”

Apart from Thane, Cinépolis currently operates at Mumbai, Vadodara, Ahmedabad, Amritsar, Bengaluru, Patna, Surat, Ludhiana, Jaipur, Bhopal, Hubli, Hyderabad, Thane, Mangalore and Vijaywada. Starting in 2009, Cinépolis has become the fastest in India to reach the landmark of over 100 screens with a total of 21,500 seats.