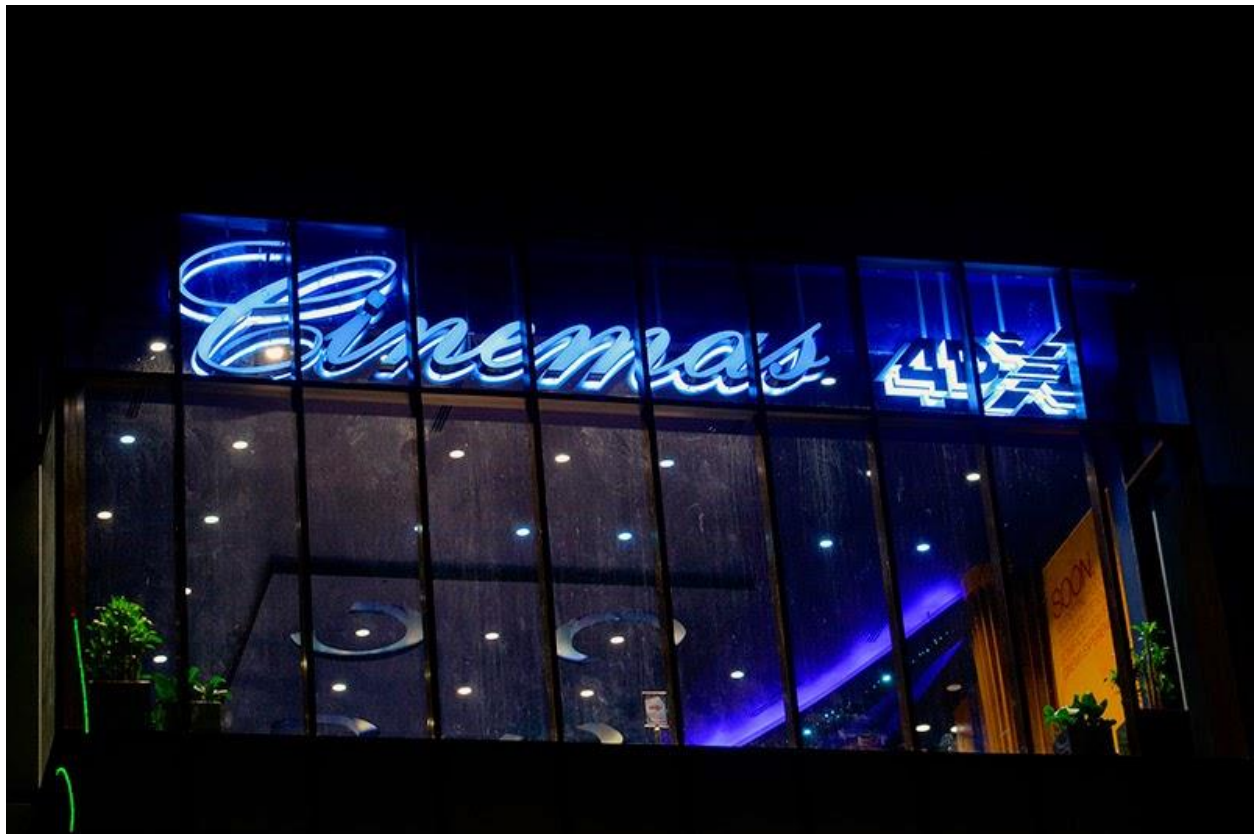




Ayala Malls opens first 4DX cinema at in BGC Philippines



Manila, Philippines — Today marks the official opening of the country's first 4DX cinema at Bonifacio High Street in Taguig's Global City and it will be showing *The Amazing Spider-Man 2* as its starting film. While the regular movie house offers the standard video and audio experience, the 4DX cinema delivers movies with augmented and environmental effects like motion, scents, mist, wind, and more.

4DX has been commercially-introduced back in 2009 and is owned by South Korean company CJ 4DPLEX. It is a motion picture technology that aims to tickle all the senses of the movie goers while watching, thus making their experiences as immersive as possible.

The elements inside a 4DX cinema includes seat motion and vibration, a mist water, jets of wind, strobe lighting, fog or smoke, bubbles, and an aromatic vapours from a collection of 1000 scents which most probably ranging from smell of flowers to stench of garbage, depending on the scene.



As of last month, there are 21 countries that have this cinematic technology for movie houses, with Philippines adding to the list. It officially opens today at Central Square Building, Bonifacio High Street and pre-order ticket purchases can be done at the said store. If you guys are

wondering how much a single 4DX ticket is, it's a bit hefty compare to that of SM Cinema's IMAX Theater, which is P450. To view the full schedule of screening head on over to Ayala Mall's