

FOR IMMEDIATE DISTRIBUTION



Blind Children's Learning Center Students and Families Attend Innovative Immersive Sensory Movie from 4DX and Cinemagine

"Titanic: An Icy Adventure" Debuts in 4DX Combining an Imaginative Story with Motion Seats and Environmental Effects

Los Angeles (March 26, 2018) – CJ 4DPLEX, the world's leading 4D company, debuted a special movie presentation titled, "Titanic: An Icy Adventure," newly created with blind and visually impaired children in mind. This past Saturday at the CGV Buena Park 8 in Orange County, California, over 50 children and their families attended the first ever showing of this audio-only story supplemented by the innovative cinema technology of 4DX.

Created by Fernando Christo, the brainchild behind Cinemagine, and brought to life in partnership with 4DX, the audience accompanies a narrator as he travels around the doomed Titanic cruise ship meeting people, getting into trouble and having a good time all before working to save his own life as the "safest Trans-Atlantic" vessel meets its fate.

"Our children and their families, for the first time, were able to attend a movie and together have a multi-sensory experience. Their lack of sight didn't deprive them from fully experiencing Christo's vision," said Rosario Sanchez, Coordinator of Youth Services at Blind Children's Learning Center.

When paired with blockbusters, 4DX eliminates the boundary between audience and screen with motion chairs that move in perfect synchronicity with the film being shown on-screen. The immersive theatre technology, invented by CJ 4DPLEX, uses effects to simulate wind, rain, scents and more, making people feel like they're in the movie. Today, 4DX is available in 10 U.S. locations, and nearly 500 worldwide.

"Titanic: An Icy Adventure" was created by Cinemagine, written by Fernando Christo, and brought to life with the help of Lucas Sfair, Filipe Resende, Pedro Osinski and Levi Mynssen. The presentation was voiced by Brian Townes. The effects inside the theater were all handled by professional 4DX editors.

“We are so grateful for the opportunity to partner with both Cinemagine and the Blind Children’s Learning Center to give these students a new type of movie-going experience,” said Brandon Choi, COO of CJ 4DPLEX Americas.

The event was sponsored by CJ America, Bibigo and CJ CGV, the operator of the movie theater.

About Blind Children’s Learning Center:

Blind Children’s Learning Center, a non-profit agency, provides services for children with visual impairments. Founded in 1962 by six adults who were blind, the organization was originally called “Services for the Blind Orange County.” The founders quickly discovered the key to helping a person with visual impairments was to start working with them at a very early age. Today the agency serves children and their families through a Global Infant Development Program, Bright Visions Early Childhood Center (onsite preschool) and Youth Outreach with the mission to prepare children with visual impairments for a life of independence through early intervention, education and family support. For more information please visit www.blindkids.org

About CJ 4DPLEX:

CJ 4DPLEX (www.cj4dplex.com) is the world’s first 4D cinema company, headquartered in Seoul with international offices in Los Angeles and Beijing. The company created 4DX, the first and leading 4D cinema technology for feature films, providing moviegoers with an immersive, multi-sensory cinematic experience, allowing the audience to connect with movies through motion, vibration, water, wind, snow, lightning, scents, and other special effects that enhance the visuals on-screen. CJ 4DPLEX brings 4DX auditoriums to exhibition partners along with 4DX codes for both major Hollywood blockbusters and local titles, as well as content ranging from concerts to commercials. Each 4DX auditorium incorporates motion-based seating synchronized with more than 20 different effects and optimized by a team of skilled editors, maximizing the feeling of immersion within the movie, beyond the limits of audio and video. Since 2009, more than 500 Hollywood titles have been screened in 4DX. To date, more than 59,000 4DX seats operate in 492 auditoriums spanning 57 countries.