



## MEDIA RELEASE

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### Village Cinemas to Launch 'Australia's first and only 4DX Cinema Experience'

Australia's very first four-dimensional, 4DX cinema is set to open at Village Cinemas Century City in Melbourne's south-east on Thursday 26 October 2017, just in time for the release of *Thor: Ragnarok*.

The 4DX cinema will amplify the normal cinema-going experience introducing for the first time specially designed motion chairs that will move the audience to match the action on screen, and environmental effects such as wind, bubbles, fog, scent and lighting work in synchronism to bring the big screen to life.

Widely considered to be one of the biggest innovations in cinematic technology to date, 4DX is the fastest growing cinema concept in the world.

Immensely popular across Asia and America, Australian audiences will now have the opportunity to enjoy the biggest film blockbusters as part of a whole new cinematic experience.

General Manager of Sales and Marketing, Mohit Bhargava, said: "We are continuously looking for ways to innovate, and build on our commitment to delivering a world of movie experiences to our guests that makes the movies more meaningful at the cinema."

"Through the addition of 4DX at Century City, Village Cinemas will continue to be at the forefront of cinema technology in Australia and pioneers in innovation within this space. The addition of 4DX cinema is yet another building block to further our endeavours in creating a world of movie experiences!"

Adrian Witcombe, Head of Innovation & Strategy, said: "Our goal is to create memorable movie experiences, and 4DX harnesses the very latest in film exhibition technology to do just that. 4DX allows the audience to feel the film as it is happening, and provides a sensory cinematic experience unlike anything that can be had at home."

One house at Village Cinemas Century City, with an occupancy of 96 seats will be transformed into an exclusive 4DX offering, screening approximately 150 sessions per month.

Additional upcoming titles screening in 4DX at Century City will include *Justice League* (November 16), *Star Wars* (December 14) and *Jumanji* (December 26).

Village Cinemas now offers an array of cinema options including:

- **Gold Class**, Village Cinemas introduced the first premium cinema offering to the world in 1997. The luxurious movie experience includes recliner seating and full food and beverage service provided by dedicated wait staff.
- **Vmax** launched in 2007, the perfect destination for blockbuster films, with bigger seats, bigger sound, and a bigger screen.
- **Vpremium** opened its doors in 2015 as the perfect date night option. It features premium coupled seating, complimented by a diverse menu offering, this concept is fully licensed and bridges the gap between Gold Class and the traditional cinema.
- **Cinema Europa** opened in 1998, tailored for the true film connoisseurs, with a focus on screening more up market art house products.
- **Vjunior**, Australia's first kids concept cinema: a cinema for kids, designed by kids.
- **Traditional**, the original, which started Village's journey 62 years ago, for every movie lover to enjoy.

4DX will initially land at Village Cinemas Century City, Glen Waverley, with plans to extend to additional locations.

Village Cinemas 4DX will be open to the public on Friday October 27, with Adult tickets starting at \$30.

For more information and ticket availability visit: [www.villagecinemas.com.au/4dx](http://www.villagecinemas.com.au/4dx)

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**For any media enquiries, and to express interest in a tour on October 26, please contact:**  
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