



Get into the action.

4DX

Absolute Cinema Experience
It is time to transform the experience of watching a movie.
Make it more intense and immersive by using all your senses.

A row of ten small icons representing different sensory experiences: a play button, a water drop, a flower, a cloud, a target, a lightning bolt, a person, a gear, a lightbulb, and a snowflake.

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**Facebook: 4dxusa
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What is 4DX?

Changing the paradigm of watching a movie - from “Viewing” to “Experiencing”

4DX delivers a cinema experience unlike any other technology by providing entertainment that cannot be replicated by any form of home entertainment system.

4DX is state-of-the-art technology developed by CJ 4DPLEX that delivers an immersive multi-sensory cinematic experience. 4DX incorporates the onscreen visuals with synchronized motion chairs and environmental effects such as water, wind, fog, scent, snow and more to substantially enhance the overall cinematic experience. It is the world’s first 4D technology brand for feature films including Hollywood blockbusters, local films, and alternative content such as concerts and commercials.

Worldwide reach

4DX is expanding its reach globally, providing immersive cinema experiences to 5 continents. As of April 2017, 4DX reaches over 46,000 seats in operation at 374 auditoriums in 48 countries worldwide:

- Australia
- Brazil
- Bulgaria
- Cambodia
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Croatia
- Czech Republic
- Dominican Republic
- Egypt
- Guatemala
- Hong Kong
- Hungary
- India
- Indonesia
- Israel
- Japan
- Korea
- Kuwait
- Lebanon
- Mexico
- Norway
- Oman
- Panama
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Qatar
- Romania
- Russia
- Serbia
- Slovakia
- South Africa
- Switzerland
- Taiwan
- Thailand
- Turkey
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Venezuela
- Vietnam

The 4DX Difference

Notable statistics and numbers to date.

- 4DX screens generate a daily average of 2.4 times the box office revenue of non-4D screens in the United States. Films that provide optimal 4D canvases generate between 2 to 9 times the revenue of non-4D screens.
- 4DX auditoriums hold exceptionally higher average occupancy rates than non-4D auditoriums. “Star Wars: The Force Awakens” and “Jurassic World,” both held 70% occupancy rates during their entire run of six and five weeks, respectively, in Los Angeles.
- ‘*Jurassic World*’ saw over 1.4 million attendees worldwide and generated \$21 million in box office numbers.
- ‘*Star Wars: The force Awakens*’ saw record-breaking numbers with over 1.8 million attendees worldwide.

A great canvas for 4DX

Some scenes that provide optimal scenarios for 4DX effects:

- Driving/car chase scenes - 4DX motion chairs help viewers feel a part of the ride
- Water scenes - 4DX water effects allow users to feel the splashes, mist and squirts of water
- Action/fight scenes - 4DX’s various movements help viewers experience the action first-handedly
- Dance/music scenes - 4DX motion chairs allow viewers to not only hear the music, but feel it straight from their seats
- The 4DX scenarios don’t stop here, the possibilities are endless!

A rising star in the future of cinema

4DX has been highly praised by renowned film producers and directors worldwide.

- “It’s a very interesting format (...) The experience was totally different from what I felt from 3D. Since this new format is here, I cannot help thinking about how I can use this format for my next work.” - Alfonso Cuaron, director of *Gravity*
- “4DX is just beyond my imagination. For the first time, it reached the level I wished that I had in my head, it’s just the whole another level for the audience.” - Jonathan Liebesman, director of *Teenage Mutant Ninja Turtles*
- “I was surprised at this much diverse 4DX effects.... It’s a very interesting format and technology. If possible, I would participate from the initial stage of 4DX production, like many others do with IMAX.” - Keanu Reeves, actor and director
- “I loved 4DX. Because there's a hell of a lot of action in this movie and there's also quite a lot of bass in the voice of Oscar Isaac's so I think you'd feel that coming up through your bump.” - James McAvoy, actor
- “We've crafted something marvelous for 4DX theatres all over the world. I think it's one of the best ways you can possibly see Guardians of the Galaxy Vol. 2.” - James Gunn, writer/director of the *Guardians of the Galaxy* franchise

The 4DX Process

A 4DX movie requires numerous work stages, which includes: Content Approval (by Studio), Pre-Production, Production, and Post-Production where editors utilize patented software to add 4DX codes to a film. 4DX editors have a quality control (QC) session with the director, producers and major studio personnel discussing feedback about overall narrative structure to maximize the special effects. On average, one editor is expected to see one movie more than 100 times to perfect the synchronization of effects. Even at this moment, 4DX effects and technologies are being upgraded and new effects are in development to offer an even more immersive experience for moviegoers.

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