

MCL's MOVIE TOWN Introduces Hong Kong's First Onyx Cinema LED screen

Multiplex Cinema Ltd (MCL Cinemas) is introducing its brand new cinema, "MOVIE TOWN – New Town Plaza" located in New Town Plaza, Shatin, in the summer of 2018. The HK\$400-million-dollar "MOVIE TOWN – New Town Plaza" is the largest cinema in the New Territories, offering more than 1,700 seats in a total of 7 theatre houses on 3 different floors. Going along with the theme of "FRIENDS · MOVIES · MEMORIES", the cinema's design uses a lot of lively emoji to symbolize the sharing of the emotions and great moments when watching a film with beloved friends and families.

Apart from the theme of "FRIENDS · MOVIES · MEMORIES", "MOVIE TOWN – New Town Plaza" is also equipped with latest revolutionary cinema technologies including Hong Kong's first Samsung 4K "Onyx Cinema LED" screen which comes in a 4K Ultra HD resolution; Even in the brightest or the darkest setting, the screen's HDR will enhance the brightness and contrast of colours. Such unprecedented technique does not even require the deployment of a projector but only a LED screen.

Introducing Hong Kong's First RealD Cinema

Determined to deliver the ultimate cinema experience to movie-goers, "MOVIE TOWN – New Town Plaza" houses Hong Kong's first RealD Cinema which is equipped with the RealD Ultimated Screen, RealD 3D system, Dolby Atmos™ Surround Sound System and "ButtKicker Seat Vibration System. "MOVIE TOWN" also houses a MX4D Motion EFX Theatre and a House FX Theatre. In the MX4D Motion EFX Theatre, motion seats can move in multi-degree and exhibit as many as 11 different 4D theatre effects alongside sound effects delivered through Bowers & Wilkins speakers, offering audience an exciting and full immersive experience. The House FX Theatre is also equipped with the most advanced technologies including the Dolby Atmos™ Surround Sound System, ButtKicker Seat Vibration System and 4K Ultra HD Laser Projection System.

"MOVIE TOWN" offers not just the existing online ticketing service, but also QR codes to facilitate easier and faster admission into theatres. In terms of programmes or events, not only will "MOVIE TOWN – New Town Plaza" showcase films and animations from around the world, different types of film festivals, themed film sharing sessions and live streaming of special events will also be hosted at the new venue.

To celebrate its grand opening in Summer, "MOVIE TOWN – New Town Plaza" is launching a series of opening offers and promotional campaigns such as the MOVIE TOWN Early Bird Package available from 29/5 11am. The package includes 3pcs of "Movie Town 2D Gift Vouchers" and 3pcs of "\$10 Popcorn Combo or Hotdog Combo Cash Coupons" at a discounted price of HK\$195 (plus HK\$10 booking fee) with PPS Payment. New Town Plaza VIP Club members can even reserve or redeem the Early Bird Package using reward points with the "New Town Plaza App".

About MCL

Established in 1982, Multiplex Cinema Ltd (MCL) currently manages 9 prime cinema sites, including Festival Grand Cinema (Kowloon Tong), MCL Telford Cinema (Kowloon Bay), Grand Windsor Cinema (Causeway Bay), MCL South Horizons Cinema (Ap Lei Chau) Grand Kornhill Cinema (Tai Koo), MCL Metro City Cinema and STAR Cinema (Tseung Kwan O), MCL Green Code Cinema (Fanling) and, opening in Summer 2018, the latest MOVIE TOWN New Town Plaza in Shatin. Together with The Grand Cinema in Elements at MTR Kowloon Station operated under a partnership with the Shaw Group, MCL Cinemas has altogether 10 cinemas and 60 screens in Hong Kong.