

Nu-Metro opens 4DX cinema in Menlyn Park next week

The multi-sensory cinema, 4DX opens at Nu Metro Menlyn Park on Friday 10 February 2017. This is the fourth such cinema for the group; the others being at Nu Metro V&A Waterfront (Cape Town), The Pavilion (Durban) and Hyde Park (Johannesburg).



4DX pushes the limits of cinema to its pinnacle. The 3D visuals on-screen, along with Dolby 7.1 surround sound, are enhanced to the max, with effects targeted to submerge the viewer in a fully immersive, multi-sensory experience – including wind, water, scents, moving seats, lightning effects and lots more. 4DX transports the viewer as close to experiencing the action on-screen as you can get.

“We are excited to introduce Pretoria to the phenomenon that is 4DX. Cape Town, Durban and Johannesburg have been enjoying and supporting this exclusive cinema experience en masse,” explains Nitesh Matai, Nu Metro Cinemas: managing executive.

“Most of the world’s leading filmmakers and the major film studios now work in conjunction with 4DX to convert movies to this format, in sync with the film’s action and general ambience. Nu Metro is the first to show South Africans all the latest blockbusters in this revolutionary new format.”

The films are projected in HD/2D and Digital 3D on a silver curved wall-to-wall screen. Its audio system is the upgraded Dolby CP750 with 7.1 full surround sound. The Barco projector used in the cinema also uses an enhanced lamp for brighter picture in both 2D and 3D.

“We had to install a complete new steel floor structure in the 4DX cinema to be able to handle the 0.3 G-force the unit moves with; as well as water, air and scent lines. The complete system uses 24 computers (one in each of the 21 seats, motion PC, monitor PC and screen server). The ‘force’ utilises Servomotors and transducers, not hydraulics, making the movement much smoother and more active. Following Cape Town, Durban and Johannesburg - Pretoria is now also in for a new way of watching movies,” explains Johan van Staden, Nu Metro Cinemas: head of technical.

Premium pricing applies to 4DX; loyalty discounts are not applicable.

For more, visit: <https://www.bizcommunity.com>