

# Projections in cinema

 By [Ruth Cooper](#)

18 Jan 2016

What with series sharing, piracy and Netflix the good old fashioned cinema is having to get more and more creative when it comes to enticing bums on seats. 3D, I max and love seats are so last season, here are a couple of unique out there cinema trends that we should be seeing in the not too distant future.



**You're the director:** Films will no longer be reserved for professional crews. Anyone in theory can now record and edit a film from their smart phone. Much like singing competitions like Idols the idea is that fans will vote for their favourite filming content.

**You're the money:** The public can vote on their favourite script and cast and contribute to the budget via crowdfunding platforms.

**Cinema for your senses:** The first [4DX cinema](#) in Africa launched at Nu Metro V&A Waterfront in Cape Town mid December last year and aims to open 300 more auditoriums across 34 countries by midyear 2016. 4DX includes a huge curved wrap-around screen and promises a full on immersive experience utilising motion, vibration, water, wind, lighting and scents.



## Absolute Cinema Experience 4DX®

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



- 
**MOTION**  
4D motion chairs move in 12 directions to react to what is shown on screen
- 
**WATER**  
A gentle shower of water recreates the feel of rain or splashes
- 
**WIND**  
The "Wind Air System" creates the feel of wind blowing on the face
- 
**SCENT**  
A subtle, immersive experience including the scent of each scene
- 
**LIGHT**  
Lighting effects that react to scenes, creating an even more immersive experience

**Frame-ous:** Forget 24 frames per second; most blockbusters are now accelerating to 48 fps, as was done with Peter Jackson's Hobbit trilogies.

**Film binge dens:** Think cinema meets hotel, where you check in to binge watch your favourite films, with bartenders, manicurists and masseuses on hand.

**Lux viewing:** VIP lounges like [Cine Prestige](#) are really just the beginning of the lux film viewing trend. Wanna watch a film in your bikini? Well if there is a Jacuzzi on hand then this is the dress code.



Image sourced from [www.facebook.com/TheMbieTub](http://www.facebook.com/TheMbieTub)

**Take it outside:** We're already seeing classics screened in interesting locations however outdoor cinema will become even more of an event spectacle, including themed dress up and sing along nights.

**Sequels to infinity:** Movie making will become more about ongoing story telling with movie franchises soaring to new heights. Think endless chapters of Avengers, Frozen, Batman ect.

See you at the cinema!

**References:**

[www.hollywoodreporter.com](http://www.hollywoodreporter.com)

[www.empireonline.com](http://www.empireonline.com)

## ABOUT RUTH COOPER

Ruth is the production manager at Bizcommunity, [ruth@bizcommunity.com](mailto:ruth@bizcommunity.com)

- In Review : La Colombe's winter special menu - 6 Jul 2023
- Sleep in a working vineyard at Creation Wines' luxurious Voormanshuis - 2 Dec 2022
- Heritage meets health with Creation Wines' new wine and food pairing - 30 Nov 2022
- 5 reasons to stay at off the grid Gonana Guest House in Paternoster - 10 Jun 2022
- In review : Staying at historic DOyfboom guest farm in Paarl - 22 Sep 2021

[View my profile and articles...](#)

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