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Press Release

Hong Kong's Cinema City Langham Place Takes the Movie-Going Experience to the Next Level

The First Local Cinema Combines Sony's 4K Digital Cinema Systems with 4DX and Dolby Atmos for Unrivalled Multi-Sensory Cinematic Experiences



Hong Kong, December 9, 2014 – Sony today announced that it has equipped 6 movie theatres in Cinema City Langham Place (CCLP) with Sony 4K Digital Cinema systems. Opened recently in early November 2014, CCLP is located in the heart of Mongkok, offering a full range of cinematic experiences including 2D, 3D, Dolby Atmos and 4DX. The combination of Sony's immersive 4K Digital Cinema projectors with multi-sensory 4DX technology is a first for cinemas in Hong Kong, taking the movie-going experience to the next level for audiences.

Inside any auditorium equipped with 4DX, motion chairs and environmental effects such as smoke, lightning, wind, bubbles and scents work in perfect synchrony with the action on screen. Inside CCLP's theatre equipped with 4DX, the motion chairs are equipped with a range of base movements covering heave (up and down), pitch (left and right) and roll (tilt backward and forward), and this gives CCLP an unlimited number of combinations to mimic anything ranging from a rollercoaster ride, or a meteor hurtling through space, to a stallion racing to the finish line. The result is a totally immersive cinematic experience that is not bound by visual and aural limits, and almost feels life-like.

Another inspired move for CCLP was the combination of Sony's SRX-R515P 4K Digital Projection system with Dolby Atmos in one of their theatres, marrying high-quality 4K images with true multidimensional sound of exceptional depth and clarity. Since the cinema halls at CCLP were designed in a "stadium type" format, movie-goers will be able to feel the full impact of 128 channels at the same time.

Sony's SRX-R515P is a high-quality 4K digital cinema projection system designed for small-to-medium auditoriums. It offers true 4K quality from the integrated media block through the lens to the cinema screen, and features an improved SXRD optical engine, 8,000:1 contrast ratio, 15,000 lumens brightness, easy-on-the-eye Sony 3D and high frame rate capabilities. It is also cost efficient in terms of lamp and maintenance costs.

"Sony's SRX-R515P embodies everything we could ask for in a 4K projection system. It was only logical that we marry that with the best in audio technology, and for us it was Dolby Atmos," said Alvina Wong, Managing Director, Cinema City Langham Place. "Sony 4K Digital Cinema gave us the opportunity to screen a wide range of movies. With the addition of 4DX to the equation, we have raised the benchmark for cinematic experiences," she added.

"We are very pleased to work with Cinema City Langham Place to make it the go-to cinema in Hong Kong for a 4K multi-sensory viewing experience," said Tadahiro Fukumoto, General Manager, Visual Presentation Solutions Division, Professional Solutions Company (PSAP), Sony Electronics Asia Pacific. "The alchemy of such innovative cinema technologies goes far beyond the visual and aural, and we're excited to have played a part in creating such true-to-life movie magic in Hong Kong," he added.

With Sony as its trusted partner, the team at CCLP continues to seek innovative ways to raise the bar for movie goers, who can count on truly mesmerizing and immersive experiences at Cinema City Langham Place.

About Hong Kong Marketing Company

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