

Contact: Nadine Breuer

Telephone: 0234 – 937 19 75

Email: breuer.n@uci-kinowelt.de

25.05.2018



PRESS RELEASE

New IMAX® theatre at UCI Bochum opens tonight with "Solo: A Star Wars Story"

The IMAX theatre at UCI Cinema Ruhr Park in Bochum opens its doors for the first time this evening. Cinema guests can look forward to The IMAX Experience® with "Solo: A Star Wars Story". The latest blockbuster from the Star Wars universe will be shown in IMAX 3D – this is the first IMAX hall not only in the Bochum region but in the whole of North Rhine-Westphalia. Solo: A Star Wars Story has been digitally re-mastered into the image and sound quality of The IMAX Experience® with proprietary IMAX DMR® (Digital Re-mastering) technology.

With IMAX®, UCI offers a new kind of cinema experience, which is special in terms of quality and comfort. Cinema guests can expect an IMAX cinema hall with 295 seats, unique picture and sound quality and a screen that also fills the peripheral view.

The new IMAX in Bochum offers moviegoers a truly immersive cinematic experience, allowing them to enjoy the biggest blockbusters like never before. IMAX's cutting-edge projection system, which delivers crystal-clear images, coupled with IMAX's customized theatre geometry and powerful digital sound system, create a unique environment that will make audiences feel as if they are in the movie.

Stefan Hennen, General Manager at UCI Ruhr Park said: "I'm excited to launch the first IMAX screen for UCI. I look forward to offering guests a cinematic experience that is truly unique and to showcase the latest blockbusters in IMAX quality and the highest comfort in Bochum."

Jens Heinze, Managing Director of UCI KINOWELT said: "Introducing IMAX, we continue to focus on premium large format screens offering outstanding technology. In addition to our in-house concept iSens, IMAX is the perfect extension of our strategy to create an inspiring experience for our guests."

"UCI KINOWELT is a premier cinema operator sharing our passion for innovation and offering the best possible cinematic experience for every guest," said Giovanni Dolci, Senior Vice President, Cinema Development and General Manager of IMAX Corporation Europe & Africa. "Together, we look forward to introducing The IMAX Experience® to the Bochum audience, which will set a new standard in the region for immersive cinema experiences."

About The IMAX Experience®

In IMAX, you're experiencing a different movie altogether: everything from the movie itself to the theatre's technology and design was developed and customized to make you believe you're part of the action.

IMAX works directly with filmmakers to enhance the movie using its Digital Re-Mastering® process, which delivers superior picture and sound quality. Played through IMAX's state-of-the art projection system, the resulting images are so lifelike and crystal-clear you'll forget you're in a theatre.

IMAX grabs your senses. You don't just hear the powerful sound system; you feel it all around you. Visually, there is no frame. IMAX's custom theatre design creates a picture that is higher, wider and closer – filling your peripheral view.

It's not one thing that makes The IMAX Experience but a combination of all these elements. That's the difference between seeing a movie and being part of one

About UCI

Opening the first multiplex cinema in Germany and Europe in 1990, UCI introduced the concept of giant screens, modern seating, comfort and a large selection of films. Numerous innovations since have set new standards for the cinema industry. In 1997, UCI sold the first cinema ticket online. Since 2010, guests can book their favourite films on their mobiles via the UCI app or mobile website. Fully digitized cinemas, 3D screens, state-of-the-art VIP chairs and a large selection of films are complemented by numerous concerts, operas and more available through UCI EVENTS. In 2012, UCI introduced its own premium large format screen; iSens. Since March 2014, guests can enter UCI cinemas with a mobile ticket on their smartphone. Since December 2015, UCI has been offering its guests a monthly cinema ticket with the UCI Unlimited Card, with the option of booking cinema tickets online with allocated seats. UCI is part of Odeon Cinemas Group, the largest cinema operator in Europe. As an AMC company, ODEON Cinemas Group is part of the largest movie exhibition company in the world with over 1,000 theatres and 11,000 screens across the globe.