

ScreenX comes to Cineworld next week

Cineworld has announced that a revolutionary new cinema technology ScreenX will arrive at Cineworld Edinburgh on 2 July 2019.

ScreenX is the world's first multi-projection cinema technology, expanding the traditional cinema screen to the side auditorium walls, creating a 270-degree viewing experience for the audience. Cineworld Edinburgh will be the latest cinema in the UK to install the new technology, bringing the total number of ScreenX auditoriums to 13. Cineworld Edinburgh's ScreenX will be the first of its kind in Scotland.

By using the side walls of the auditorium and transforming them into an extension of the main screen, the story is conveyed more convincingly, resulting in further audience investment. ScreenX is able to evolve the moviegoing experience by providing a brand-new canvas with immersive visuals and creative storytelling. Moviegoers can go "beyond the frame" of the movie screen by being at the centre of an expanding image for an expansive viewing experience.

Bringing the [ScreenX](#) offering to the UK was born out of a partnership between Cineworld and CJ 4DPLEX, who previously worked together to introduce 4DX to UK in 2015. The first ScreenX in UK opened in 2018, capturing the attention of UK moviegoers since.



Cineworld at White Rose Shopping Centre, Leeds, unveiling the revolutionary new ScreenX (a 270 degree cinema screen – giving viewers a more immersive cinema experience) – Photo : Jonathan Pow/jp@jonathanpow.com

“We are very happy to be able to introduce ScreenX technology to the people of Scotland through Cineworld,” said JongRyul Kim, CEO of CJ 4DPLEX. “ScreenX offers a brand new type of movie-going experience, where the audience doesn’t just sit back and watch a movie, but really experience it. We are incredibly fortunate to be working with a great partner like Cineworld, as they are true pioneers who believe in advancing cinematic landscape.”

Lindsay Cook, General Manager of Cineworld Edinburgh said: “We are excited to be the first cinema in Scotland to launch ScreenX. We are driven by innovation and following the success of 4DX, ScreenX will offer more ways for our customers to experience film. We’ll be opening the screen with Spiderman: Far From Home followed by Annabelle Comes Home and can’t wait to transport movie fans into the onscreen action.”

The new cinematic technology builds on the strong offering already available at Edinburgh, including 4DX, IMAX, a Baskins Robbins ice cream counter and a Starbucks. Customers at Cineworld Edinburgh will pay £14.00 (adult ticket price) for ScreenX. Cineworld Unlimited Card customers will be able to enjoy ScreenX at Cineworld Edinburgh for an additional £3.

Follow @Cineworld and tweet using #CineworldScreenX or search Cineworld Edinburgh on Facebook. For more information on Cineworld Cinemas, visit www.cineworld.com

Tickets for ScreenX will become available at www.cineworld.com/screenx