



New Town Plaza Movie Town in Sha Tin features the most advanced movie experience with its state-of-the-art technologies
沙田新城市广场Movie Town配备崭新放映技术，为顾客带来顶尖的电影感官新体验

New Town Plaza's brand new Movie Town opens 新城市广场全新戏院大楼Movie Town投入服务

The Group continually works proactively to enhance its existing retail portfolio in order to strengthen its leading market position. A case in point, New Town Plaza in Sha Tin has opened a new Movie Town to provide greater entertainment choices.

The largest cinema in the New Territories

New Town Plaza's new movie tower is now open. Movie Town provides more than 1,700 seats in seven theatre houses equipped with the latest sound and image technologies, making it the largest cinema in the New Territories. Utilizing the first 4K ultra high definition Onyx Cinema LED in Hong Kong, Movie Town allows movie-goers to feel as if they were actually in the scene on the screen. Movie Town also offers the first RealD Cinema technology in Hong Kong with a RealD ultimate screen, RealD 3D system, Dolby® Atmos™ immersive sound system and ButtKicker seat vibration system for a revolutionary 3D experience. In the MX4D Motion Theatre, the innovative, dynamic seats, eleven 4D theatre effects and Bowers & Wilkins professional speakers together deliver a true-to-life, exciting simulation experience.

Smart value-added service

In response to the purchasing habits of Generation Z shoppers, a QR code e-ticketing

service has now been launched. Customers can make their Movie Town ticket purchases and payment using the New Town Plaza app and be admitted to the theatre via a QR code without queuing for a printed ticket. Moreover, the mall also offers handling fee waivers for movie tickets purchased through its app, which is the first of its kind among mall apps in Hong Kong. VIP Club members can even redeem their reward points as Movie Dollars for movie ticket purchases.

集团积极优化现有的零售物业组合，以巩固其业内的领导地位。沙田新城市广场的全新戏院大楼Movie Town已投入服务，大大提升商场内的娱乐体验。

新界区规模最大戏院

新城市广场的全新戏院大楼现已开业，Movie Town设有七间影院，提供逾1,700个座位，配备崭新放映技术，是新界区最大规模的影院。Movie Town引入全港首个LED 4K超高清Onyx屏幕

影院，让观众犹如置身于真实拍摄场景之中。戏院大楼亦特设全港首间全制式“RealD Cinema”影院，采用RealD终极银幕、RealD 3D系统、Dolby® Atmos™全景声音响系统及ButtKicker系统震动座椅，缔造革命性的3D观影享受。至于MX4D动感影院，其创新设计的座椅可多方向摇动，并提供11个配合电影而设的4D体感特效，效果逼真，配合Bowers & Wilkins专业扬声器，让观众感受一场无比真实的全感官观影旅程。

智能增值服务

为配合新时代的消费习惯，商场推出QR code入场服务，顾客可在新城市广场手机应用程序内，一次性购买Movie Town电影门票及完成付款，无需排队打印门票，凭QR code即可进场。此外，更是全港首个商场手机应用程序推出购买电影门票全免手续费优惠；VIP Club会员更可以积分兑换Movie Dollar，在购买电影门票时直接使用。