



New Town Plaza Movie Town in Sha Tin features the most advanced movie experience with its state-of-the-art technologies  
沙田新城市廣場Movie Town配備嶄新放映技術，為顧客帶來頂尖的電影感官新體驗

## New Town Plaza's brand new Movie Town opens 新城市廣場全新戲院大樓Movie Town投入服務

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.

**集團積極優化現有的零售物業組合，以鞏固其業內的領導地位。沙田新城市廣場的全新戲院大樓Movie Town已投入服務，大大提升場內的娛樂體驗。**

### 新界區規模最大戲院

新城市廣場的全新戲院大樓現已開業，Movie Town設有七間影院，提供逾1,700個座位，配備嶄新放映技術，屬於新界區最大規模的影院。Movie Town引入全港首個LED 4K超高清

Onyx螢幕影院，讓觀眾猶如置身於真實拍攝場景之中。戲院大樓亦特設全港首間全制式「RealD Cinema」影院，採用RealD終極銀幕、RealD 3D系統、Dolby® Atmos™全景聲音響系統及ButtKicker系統震動座椅，締造革命性的3D觀影享受。至於MX4D動感影院，其創新設計的座椅可多方向搖動，並提供11個配合電影而設的4D體感特效，效果逼真，配合Bowers & Wilkins專業揚聲器，讓觀眾感受一場無比真實的全感官觀影旅程。

### 智能增值服務

為配合新世代的消費習慣，商場推出QR code入場服務，顧客可在新城市廣場手機應用程式內，一次過購買Movie Town電影門票及完成付款，無需排隊列印門票，憑QR code即可進場。此外，更是全港首個商場手機應用程式推出購買電影門票全免手續費優惠；VIP Club會員更可以積分兌換Movie Dollar，在購買電影門票時直接使用。