

OPENING OF CINEPLEXX CINEMA IN USCE SHOPPING CENTER 8/9TH OF APRIL

A new, modern Cineplexx in Usce opens after six months of waiting

Belgrade, March, 10th 2014 – The highly anticipated opening of the most modern Cineplexx cinema in Usce Shopping Center is scheduled for Wednesday, 09th of April. After several months of work, significant funds and resources invested, the visitors of Usce Shopping Center, after more than half a year of waiting, will have an opportunity to visit the cinema, made according to the Cineplexx company standards.

A great honor to open the cinema season in the new and the biggest cinema in this part of Europe has been given to the movie directed by highly esteemed director Srdjan Dragojevic „Atomski s'desna“ on a special pre - premiere for local filmmakers and industry professionals from all over the world, on April 8th!

On April 9th, with three exclusive Hollywood blockbuster movies and the most current movie titles at the time, the entirely new Cineplexx cinema will open its doors to the audience. The most modern cinema in the region will have 11 fully digitized screens, equipped with top, RealD 3D technology and high quality picture and sound, as well as double seats for couples in love. The fantastic 4K projectors represent the novelty in cinema business in the region. They display the image in resolution, twice higher than 2K image to which we are accustomed in our theaters.

“Cineplexx is present in Serbian market for more than two years, with theaters in “Delta City” in Belgrade and shopping mall “Kragujevac Plaza” in Kragujevac. We are pleased to add new Cineplexx cinema in Usce Shopping Center, the largest mall in Serbia to the list of existing cinemas and thus expand the network of cinemas and provide visitors with the perfect cinematic experience, as any market leader should”, stated Mr. Christof Papousek, managing partner of Cineplexx International.

Cineplexx Usce Shopping Center will have four (4) halls with two rows of the most comfortable, VIP seats, specially designed leather chairs, located in the best part of the hall. Their position, structure and design give the viewers the feeling of watching the movie from the favorite chair at home.

„We are very pleased to have established the cooperation with Cineplexx. We are proud of the fact that the state of the art multiplex cinema in the region opens in Usce, especially for our fifth anniversary. Starting from 09th of April, all the visitors in Usce will have the opportunity to enjoy the most attractive movies in the best quality of picture and sound available. USCE SC strives to set the standards and this collaboration is another conformation of this type of business,” said Tijana Vujovic, CEO of Confluence Property Management, the company that manages this center among others.

Cineplexx is an Austrian cinema group with over four decades of experience in this field. Nowadays, Cineplexx network consists of 36 multiplexes and 6 traditional cinemas in Austria, Serbia, Montenegro, Croatia, Slovenia, Macedonia, Albania and Italy, with 280 cinema halls and 64,000 seats. More than 10,5 million moviegoers visit Cineplexx cinemas yearly, well taken care of by more than 1.200 employees.

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