



SHOW-TIME 4DX™

SPECS & CREATIVE DELIVERY INFORMATION

Please forward this entire specifications document to the post-production house producing the elements for 4DX™



NEW!

Additional fees per creative title will apply for each creative transfer request to a secondary address after uploading to our supplier. Please contact your Cineplex Media Sales Rep – in advance- to discuss file transfer fees.

All file transfer requests and associated fees must be recorded on your contract.

The following document contains production and delivery specs for Show-Time creative (4DX™) contracted to appear in theatres by Cineplex Media.

PICTURE FORMAT

PLEASE DELIVER:

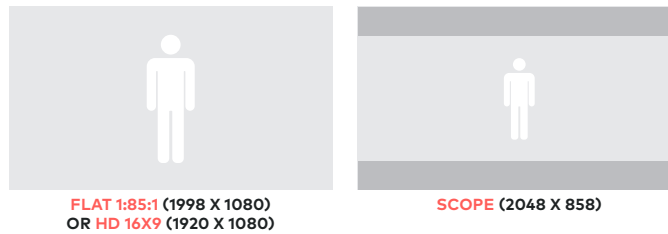
1. **.MP4** or **.MOV** file of the creative via a file sharing site. Files must be rendered using the Highest Quality setting and should be rendered at a **CONSTANT** bit rate at 24 Frames Per Second (FPS).
2. A creative storyboard outlining desired/intended 4DX™ effects. If one cannot be provided or you'd prefer to lean on the 4DX™ production team, they will create a treatment report of 4DX™ environmental and motion effects for approval.

Please deliver picture and audio files via a file sharing site or the **NEW Media Shuttle** link:

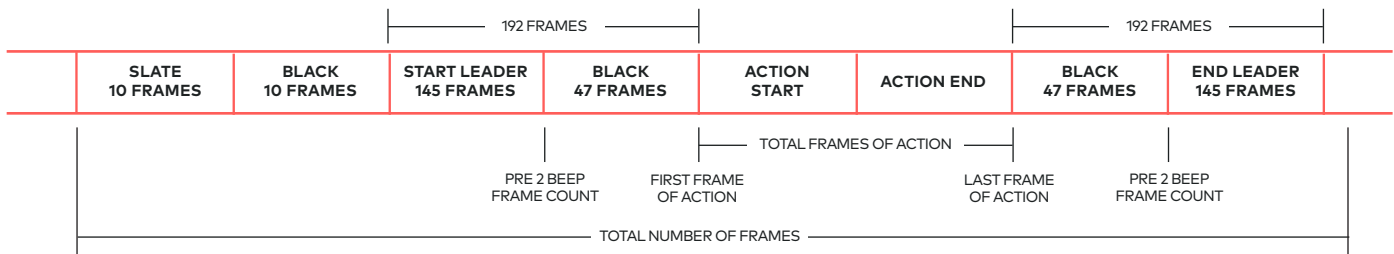
<https://cineplex-dropbox.mediashuttle.com/>

REQUIRED FORMATS:

Both Flat and Scope aspect ratios are required for delivery to Cineplex.



All files must contain: 10 frames slate, 10 frames black, a visible "2-beep" (one frame of 1KHZ tone placed 2 seconds ahead of first frame of picture), followed by 47 frames black, followed by first frame of picture (**see below**).



Important note for all: Frame :00 is equal to Frame 1. In Other words :00 in video is frame 1 in absolute frames.

AUDIO FORMAT

PLEASE DELIVER:

Full 5.1 Mix

If 5.1 mix & stems, deliver as a Broadcast 24-bit WAV format in a Sample rate of 48KHZ at 23.98 or 24fps, with an audible "2-beep" (one frame of 1khz tone placed 2 seconds ahead of first frame of picture) and LABELLED track assignments – Left, Right, Centre, Left Surround, Right Surround & Sub.

Stereo Mix (with individual stems)

If Stereo track, please provide the separate stereo mix stems, if at all possible, and Deluxe will re-master it into a full Dolby 5.1 mix.

IMPORTANT AUDIO LEVEL REQUIREMENT:

Please note that Cineplex Media has a technical requirement that the Audio does not exceed a loudness level of **82db LEQ**. This is an average frequency level, over the entire length of the spot.

IMPORTANT:

- Please ensure picture and audio are **100%** ready before submitting
- Creative files submitted must be final picture and audio, as no revisions can be accepted due to the extensive 4DX™ workflow process
- Assure all text is confined to Title Action Safe Area (consult users manual to pull up safe grids in your preferred editing software)
- Double-check all text, supers, legals, logos, and urls (spelling, content & placement) before delivering material to Cineplex Media

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FOR MORE INFORMATION PLEASE CONTACT:

SHAWN IRVIN

Coordinator
Show-Time Production

Shawn.Irvin@cineplex.com
Tel: (416) 539-8800 ext. 5263

CHANDRA HENDERSON

Coordinator
Show-Time Production

Chandra.Henderson@cineplex.com
Tel: (416) 539-8800 ext. 5301



Motion

Dynamic motion and movements that heave, roll and pitch



Water

Various water effects like watershot and mist



Rain

Gentle or heavy rain, and even shower with rain effects



Fog

Explosions, smoke and fog coming into reality



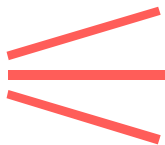
Wind

Gentle breeze or turbulent storm in the comforts of the auditorium



Vibration

Shaking and rumbling with the effects on screen



Air

Diverse combinations of air shots inducing a vivid sensation



Lightning

Thunder with flashes of light just inches away



Bubbles

Bubbles filling the auditorium and creating a fantastic atmosphere



Snow

Floating snow bringing a glowing ambience to the auditorium



Ticklers

Back and leg ticklers awakening your senses for excitement



Rainstorm

Fierce storm with rain swirling in the whole auditorium



Scents

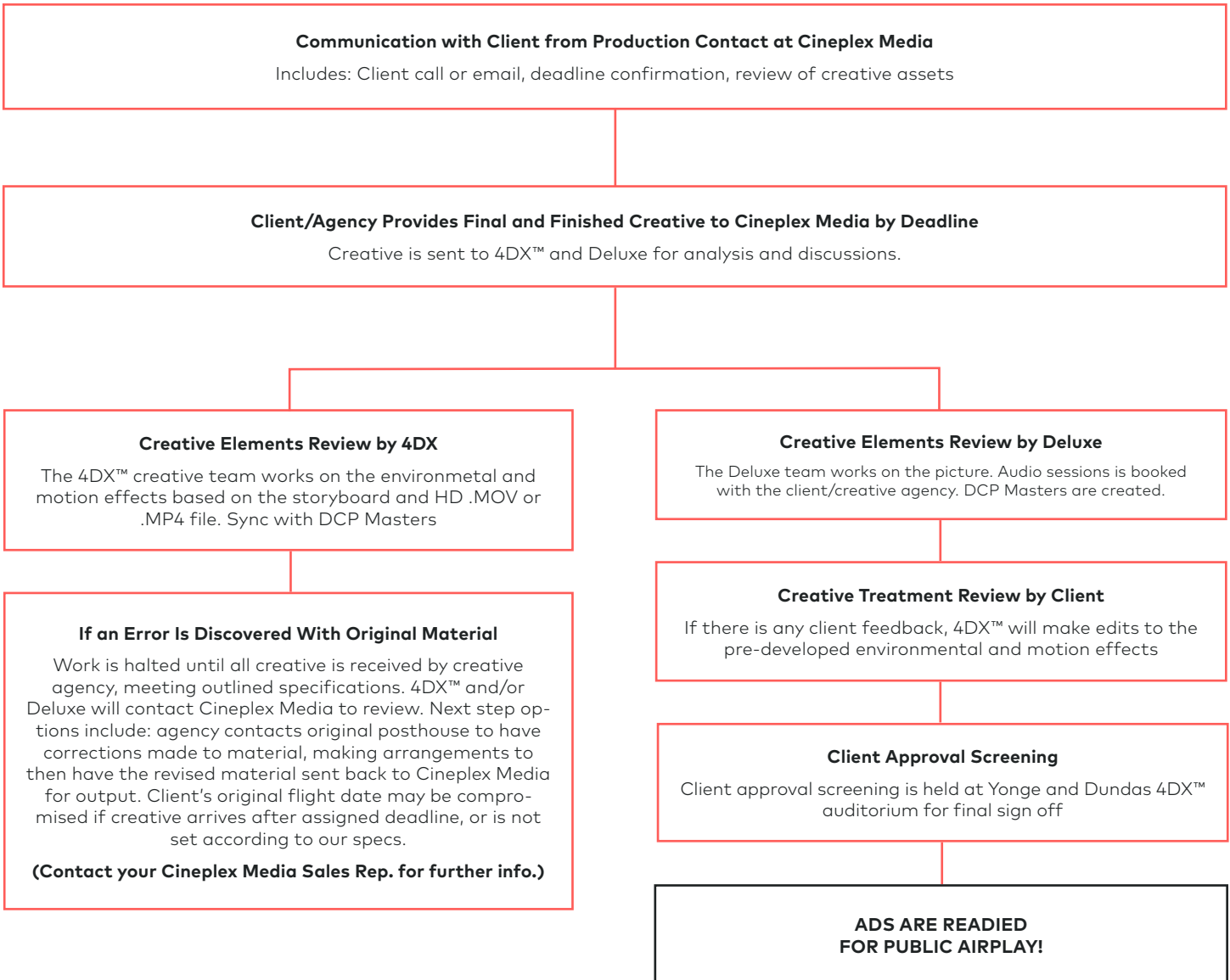
A variety of fragrant scents spreading in the auditorium

DEFAULT SCENTS AVAILABLE:

- Flower (rose)
- Ocean
- Gunpowder
- Grass
- Beef
- Mountain
- Burning Rubber
- Wood
- Sweet Food

(Custom scents can be created or cross-checked for availability with the 4DX™ scent library)

Please note that due to the extensive production and encoding process involved in 4DX™ we require
100% FINAL AND FINISHED CREATIVE 7-8 WEEKS IN ADVANCE OF THE START DATE



For Terms and Conditions, please refer to client contract.
For advertising policy, please go to cineplexmedia.com and view our advertising guidelines. Please contact your Sales Representative for further information.