

# SHOW-TIME 4DX™ FLAT

## 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 additional creative transfer. Please note FLAT only transfer will be sent to a secondary address after uploading to our supplier. Please contact your Cineplex Media Sales Rep -in advance- to discuss 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/>

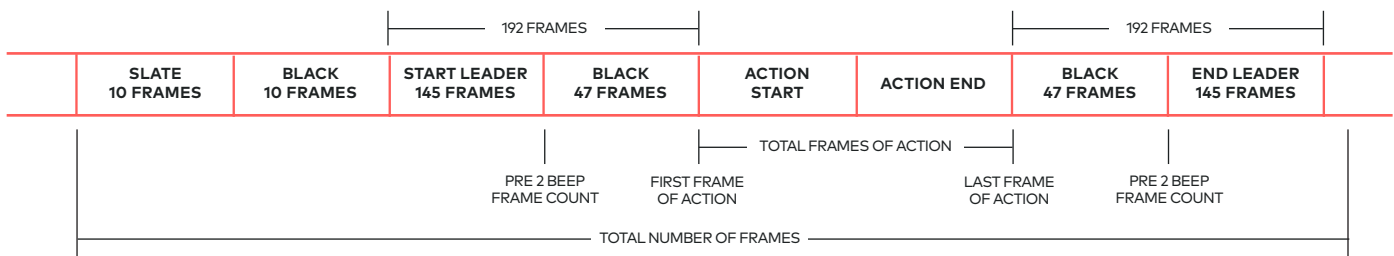
### REQUIRED FORMATS:

Flat aspect ratio is required for delivery to Cineplex.



FLAT 1:85:1 (1998 X 1080)  
OR HD 16X9 (1920 X 1080)

**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 Company 3 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

### NEW!

Additional fees per creative title will apply for each additional creative transfer. Please note FLAT only transfer will be sent to a secondary address after uploading to our supplier. Please contact your Cineplex Media Sales Rep -in advance- to discuss transfer fees.

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

### FOR MORE INFORMATION PLEASE CONTACT:

#### SHAWN IRVIN

Manager  
Show-Time Production

Shawn.Irvin@cineplex.com

Tel: (647) 670-3372

#### VICTOR OLADUNJOYE

Coordinator  
Show-Time Production

Victor.Oladunjoye@cineplex.com

Tel: (647) 670-3307



### 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



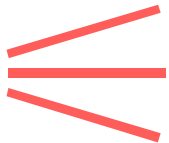
### Wind

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

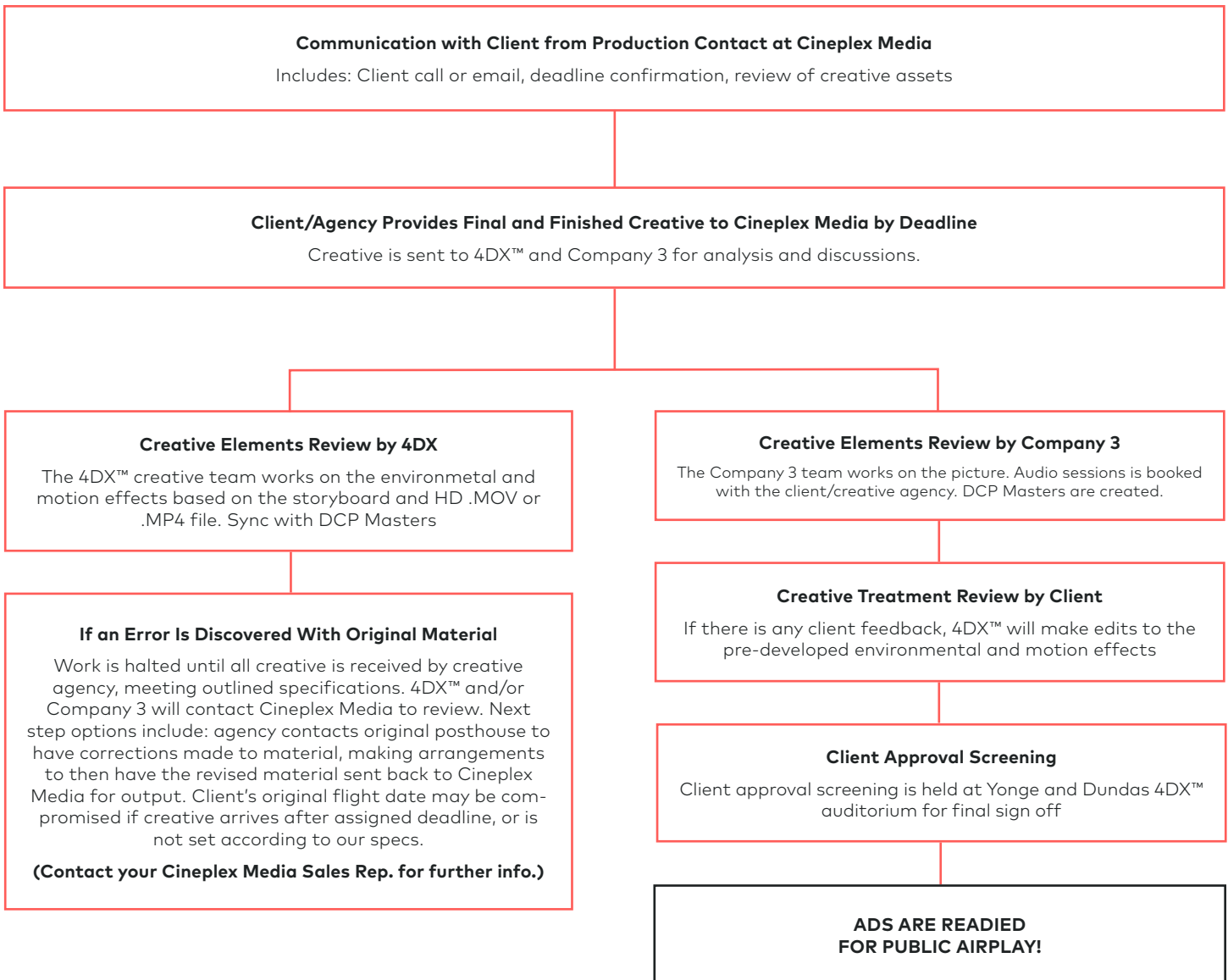
A variety of fragrant scents spreading in the auditorium

### 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](http://cineplexmedia.com) and view our advertising guidelines. Please contact your Sales Representative for further information.