



# 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:

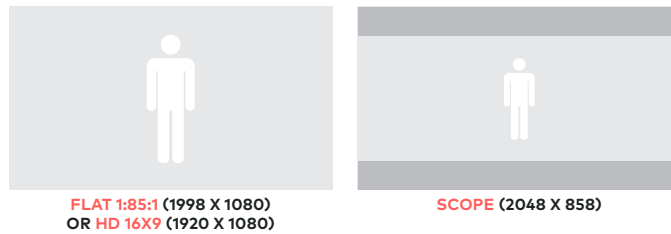
1. **.MP4** or **.MOV** file of the creative via a file sharing site. Files must be rendered using the Highest Quality setting and should be rendered at a **CONSTANT** bit rate at 24 Frames Per Second (FPS).
2. A creative storyboard outlining desired/intended 4DX™ effects. If one cannot be provided or 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:

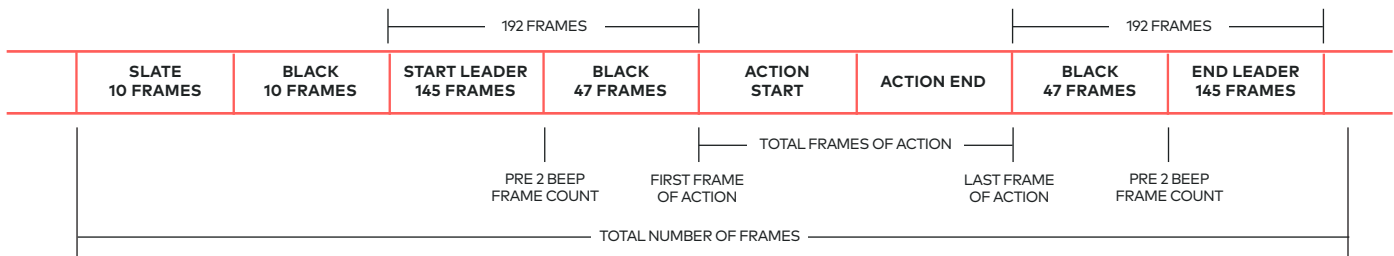
<https://cineplex-dropbox.mediashuttle.com/>

#### 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 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

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### FOR MORE INFORMATION PLEASE CONTACT:

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Show-Time Production

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Please ensure you are following the most up-to-date specifications. This document was last modified on **March 2, 2021**.



### 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



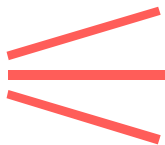
### Wind

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

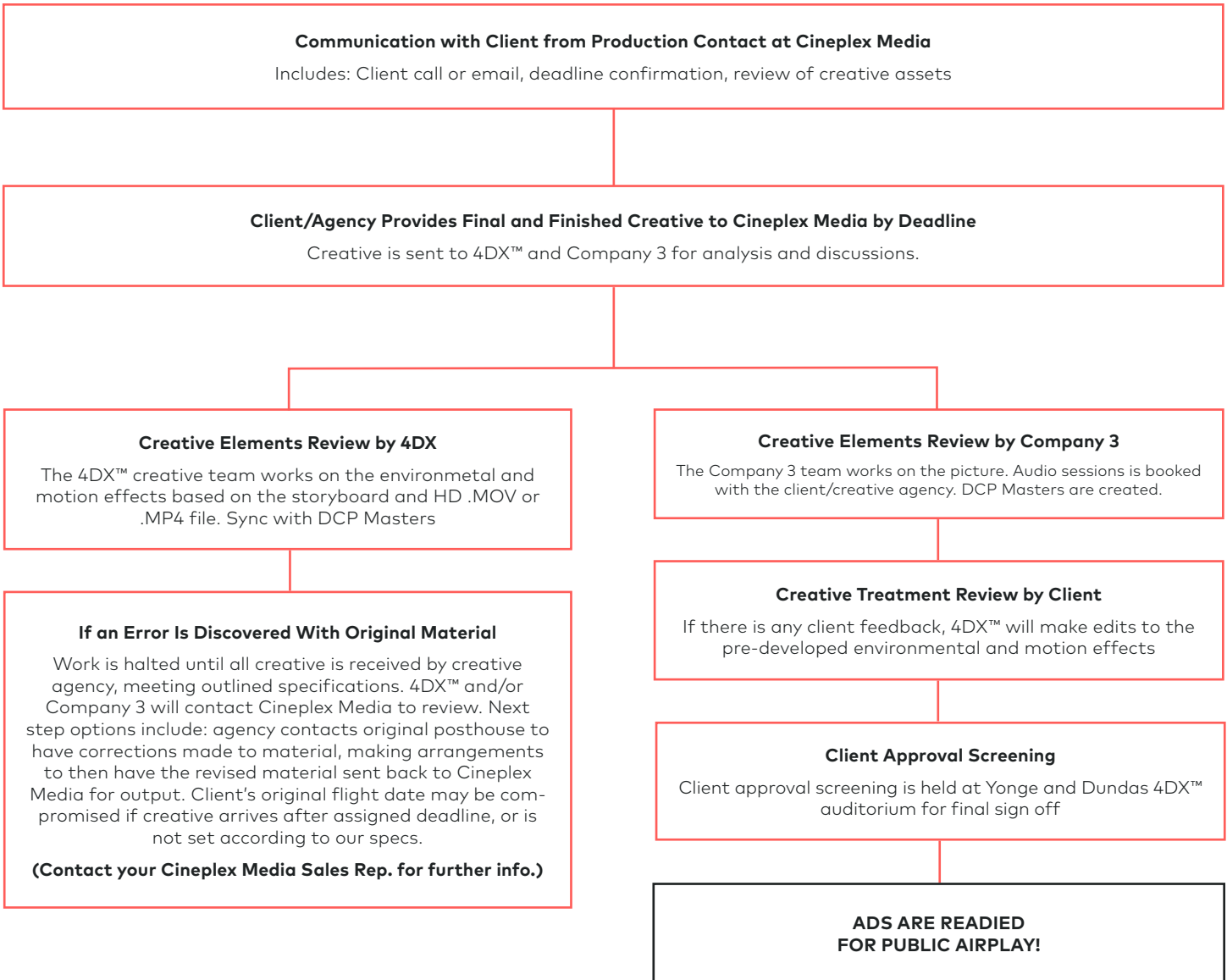
A variety of fragrant scents spreading in the auditorium

### 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**



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