

# **CATHAY CINEPLEXES USHERS IN DOLBY® ATMOS™ WITH ELECTRONICS & ENGINEERING AT THE LARGEST MOVIE SCREEN IN THE WEST**

Singapore, 29th November 2013 – Movie patrons visiting the newly opened Cathay Cineplex Jem this weekend will have many firsts to look forward to. Besides taking its place as the largest multiplex in the west, Cathay Cineplex Jem will debut the Digital Xtreme hall – the largest movie screen in the west.

With 278 seats and 46 Dolby Atmos™ channels, the Digital Xtreme hall is designed to create a larger-than-life cinematic experience for viewers. It boasts an extra-large cinema screen measuring 13.6 meters by 7.3 meters, and includes the latest in sound technology with the first-ever Dolby® Atmos™ technology in a Cathay multiplex. Upcoming titles presented in Dolby® Atmos™ at Cathay Cineplex Jem include The Hunger Games: Catching Fire; The Hobbit: The Desolation of Smaug; I, Frankenstein; X-Men: Days of Future Past and Dawn of the Planet of the Apes.

Electronics & Engineering Pte Ltd (E&E), an industry leader in Cinema and Audio-Visual system integration, was appointed to perform the integration of Dolby® Atmos™ at Cathay Cineplex Jem.

“We are very excited with the introduction of Cathay’s first Dolby® Atmos™ cinema hall in collaboration with E&E,” said Leong-Yan Yoong, Regional Director of South-East Asia, Dolby Laboratories. “Dolby® Atmos™ continues to set a new standard for immersive audio experiences in the cinema with the latest Hollywood blockbuster movies, and stunning new exhibition halls such as the Digital Xtreme hall at Cathay Cineplex Jem.”

The core challenge for E&E with this installation was to design the directional configuration of the Eastern Acoustic Works (EAW) speakers to ensure that it meets Dolby® requirements, as Atmos™ is object-oriented towards the audience so that they are able to enjoy the maximum effect of what it provides.

The EAW cinema speaker system used in this installation complies with Dolby® Atmos™’s requirements for speaker configuration and the positioning metadata of the audio stream to optimise 46 channels playback in the hall.

“Our cinema engineers have a wealth of experience and are Dolby® trained to ensure that we are able to meet all the necessary requirements set by Dolby® Atmos™. We are confident that this will undoubtedly appeal to movie-goers, as the new sound platform will be a truly unforgettable experience,” said Ronald Goh, Managing

Director for Electronics & Engineering Pte Ltd. “We are very proud to have been part of the team that has made this installation possible for Cathay,” continued Mr. Goh.

“We are very proud to work with Dolby and E&E to implement the groundbreaking Dolby® Atmos™ sound technology at the new and iconic Digital Xtreme hall at Cathay Cineplex Jem. This marks another significant milestone for Cathay Cineplexes as we continue to offer revolutionary systems and creative content to our patrons to ensure the most epic movie experiences,” said Mr. Suhaimi Rafdi, Chief Executive Officer of Cathay Organisation.