

## Press Clipping

Publication : Economic Times  
Date : 24/05/2008  
Edition : Mumbai  
Page No : 4

# Taj stage for Adlabs' 6-D cine launch

## Co To Team Up With Tour Operators & Provide 25-Min Multi-Sensory Experience

Moinak Mitra  
NEW DELHI

ADLABS Cinemas, part of the Reliance Anil Dhirubhai Ambani Group (ADAG), has launched India's first 6D cinema experience at Agra, just minutes away from the Taj Mahal. The objective is to team up with tour operators and provide a 25-minute multi-sensory experience around a heritage site. In its endeavour, Adlabs has a revenue-sharing agreement with Cinema Parks Network, which has completed more than 450 such projects around the world in cities such as Jerusalem, Rome, Baltimore, Orlando, Mexico, Athens, Warsaw, Tel Aviv and the Smart Theater Network in Sweden and Israel, to name just a few.

Unlike conventional 2D or 3D movie theatres, Cinema Park's technology employs cutting-edge visual and audio effects that bring

real three-dimensional images before audiences' eyes, thus allowing them to simultaneously experience sight, smell, sound, touch, motion and above all—interactivity. A special half-hour film called India in Motion has been

### BOX OFFICE WONDER

**The technology employs cutting-edge effects that bring real 3-D images before audiences' eyes, thus allowing them to simultaneously experience sight, smell, sound, touch, motion and above all—interactivity**

specialized within this format wherein actor Anupam Kher takes the audience through India's evolution from an ancient civ-

ilization to a modern nation bustling with activity and opportunities.

From Agra, Adlabs now plans to take the 6D format cross-country to Goa, Jaipur, Tirupati and even an international airport. "We have plans to introduce this format at other popular tourist destinations such as Jaipur and Goa as well as international airport terminals, adding a whole new dimension to the country's tourism and entertainment industries," said Tushar Dhingra, COO, Adlabs Cinemas. "Apart from tourists, the Cinema Park format is ideal for schools and educational institutes, employee programmes and families, and will help us to better utilise our capacity and extend our operating hours," he added hinting at a retail roadmap in education and personnel development.

Adlabs has tied up with a warren of tour operators to make its 6D venture a success.