



## Listing

# Reel Cinemas, The Dubai Mall Revealed as World's Largest Laser Cineplex

*Technological Innovations Announced at Reel Cinemas, The Dubai Mall*

Great news for movie-buffs! Your trip to the cinema is set to be transformed as Reel Cinemas, The Dubai Mall launches two exciting new technological innovations!

Delivering on the company's dedication to provide exceptional movie going experiences for its customers, Reel Cinemas' flagship megaplex is updating its screens this summer, equipping them with advanced Barco Laser Projectors and bringing action on-screen to life like never before.

The state-of-the-art Barco Laser Projectors offer viewers the best picture quality in the industry, providing game-changing image-quality with unprecedented brightness levels, increased contrast ratio, and vivid colours.

All 22 theatres within Reel Cinemas, The Dubai Mall will be illuminated with these laser projectors, providing the ultimate picture quality for visitors in every single one of its screens and making it the largest flagship laser cineplex in the world.

Additionally, one of the theatres within Reel Cinemas, The Dubai Mall is set to be equipped with the revolutionary Barco Escape format screen, a panoramic setup that adds two additional screens to either side of main display at the front of the theatre. The result is an incredibly immersive experience, offering movie-goers 270 degrees of cinematic action.

Reel Cinemas, The Dubai Mall is the first cinema in the Middle East to feature the Barco Escape Screen, and this July is giving viewers in the region the exclusive opportunity to watch the new Star Trek blockbuster in this format.

Reel Cinemas has set a new standard for cinema experience in the region with its flagship 22 screen megaplex at The Dubai Mall, the largest cinema in the UAE. Reel Cinemas assures a distinctive experience with its ongoing dedication to technological innovation and chic design concept. Care and attention to detail extend to all aspects of the design including the seats, which are ergonomically designed with the widest legroom for utmost comfort.

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