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VOX Cinemas brings the world's most innovative IMAX® experience to Mall of the Emirates

- *Now open at VOX Cinemas Mall of the Emirates, the new IMAX features premium theatre style pod seating, designed by Ōma Cinema®*
- *The new IMAX is a major milestone in VOX Cinemas' ongoing phased transformation at Mall of the Emirates alongside Premier and THEATRE*

DUBAI, APRIL 10, 2025 – VOX Cinemas, owned and operated by Majid Al Futtaim, has officially launched the world's most innovative IMAX experience, marking a key milestone in its transformation to offer the most immersive and luxurious cinema experience. The new IMAX theatre features the unique Ōma Cinema® premium pod seating, a patented design, which is part of VOX Cinemas' phased upgrades alongside Premier and THEATRE offerings.

IMAX sets a new standard in cinema technology with a 4K Laser Projection System. Featuring IMAX's proprietary optical engine, delivering heightened resolution, sharper and brighter images, and deeper contrast, it ensures vivid, life-like visuals that immerse audiences in every frame. Next-Generation IMAX Precision Sound provide striking clarity, depth, and evenly distributed audio, for the ultimate auditory experience.

The custom-built IMAX auditorium features stadium seating, ensuring clear vantage points from every seat, alongside specialized screens designed to maximize brightness and clarity. Films screened in IMAX are digitally re-mastered using IMAX DMR® technology, enhancing visuals and sound frame-by-frame for an unparalleled cinematic experience.

Further elevating the innovation are seven exclusive pods within the IMAX auditorium. Designed by Ōma Cinema® and developed under the vision of renowned French architect Pierre Chican, these premium 'THEATRE pods' combine luxury with cutting-edge cinema technology, offering an unparalleled high-end experience in the IMAX space. Drawing inspiration from the elegance and atmosphere of traditional theatres, the proprietary Ōma seating layout features a series of tiered balconies, bringing audiences closer to the screen in a vertical arrangement for a more intimate viewing experience. Each pod accommodates five guests and can be reserved individually or for a group.

Inside the pods, guests are treated to VOX's renowned luxury cinema concept 'THEATRE,' which includes reclining seats, pillows, blankets, and full waiter service. Guests can enjoy a specially curated menu from the THEATRE experience, delivered straight to their seats—offered for the first time ever inside an IMAX auditorium. The pods also include access to the exclusive THEATRE Lounge, where guests can relax before or after their screening.

Ignace Lahoud, Chief Executive Officer, Majid Al Futtaim Entertainment, said: "In 2015, VOX Cinemas launched what was considered the best cinema in the world at Mall of the Emirates. Ten years on, we're redefining the cinema experience once again to offer our guests something so exceptional, they'll want to leave their sofa and experience the magic of cinema like never before. We're proud to offer what we believe is the best IMAX screen in the world. But this is just the beginning. We're committed to enhancing every aspect of our flagship cinema, with the next phase focusing on the Kids Cinema and social areas. Our ongoing transformation at Mall of the Emirates is meticulously designed to serve our guests, while enhancing this world-class entertainment destination."

“World-class, flagship locations like The Mall of Emirates in Dubai showcase the strength of IMAX’s fast-growing presence in the Middle East and our commitment to delivering the best possible moviegoing experience to audiences across the region,” **said Rich Gelfond, CEO of IMAX.** “IMAX is excited to deepen its partnership with Vox Cinemas and reintroduce The Mall of Emirates on the verge of a very promising blockbuster season, and amidst one of our best years ever at the global box office.”

Since last year, VOX Cinemas has been on a journey of elevating the overall customer experience at Mall of the Emirates. This phased transformation started with THEATRE, which now features spacious seating options, plush blankets, privacy screens, and an exclusive Private Lounge with billiards, shuffleboard, and gourmet dining curated by in-house chefs.

VOX Cinemas’ Standard experience has been upgraded to Premier, which promises movie-lovers unrivalled comfort and the latest A/V technology. Seats feature tray tables and offer guests the choice between leather gliders or reclining seats for the perfect viewing angle and enjoy life-like visuals with state-of-the-art laser projectors.

Following IMAX, VOX Cinemas will be renovating KIDS for young movie fans and families and its social areas. Families can watch the latest animation, action and adventure films in family-friendly colourful cinemas with adjoining party rooms for celebrations.

To enjoy these world-class film viewing experiences, visit VOX Cinemas, Mall of the Emirates, Level 2. For more information or to book tickets visit voxcinemas.com or the VOX Cinemas App.

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About Majid Al Futtaim

Founded in 1992, Majid Al Futtaim is an Emirati-owned, diversified lifestyle conglomerate operating across the Middle East, Africa and Asia. The Group started from one man’s vision to transform the face of shopping, entertainment, and leisure to ‘create great moments for everyone, every day’. It has since grown into one of the region’s most respected businesses, employing more than 43,000 people, with owned assets valued at US\$19 billion and has the highest credit rating (BBB) among privately held corporates in the region. Majid Al Futtaim owns and operates 29 shopping malls, seven hotels and five mixed-use communities, welcoming more than 600 million customers through its doors every year.

It is the proud owner of the flagship Mall of the Emirates, Mall of Egypt, and Mall of Oman with the iconic City Centre shopping malls rounding out its portfolio across the region. As the developer of choice for the region, Majid Al Futtaim is the creator of mixed-use communities including Ghaf Woods and Tilal Al Ghaf in Dubai and Al Mouj in Muscat.

Majid Al Futtaim holds the exclusive rights to operate Carrefour across 12 markets in the Middle East, Africa, and Asia, with a network of over 390 stores. In Egypt, it also owns and operates Supeco, a low-cost hybrid grocery retail concept while HyperMax is its newest grocery retail brand recently launched in Jordan and Oman.

The Group operates more than 600 VOX Cinemas screens as well as a portfolio of world-class leisure and entertainment experiences across the region. These include two ski locations in Dubai and Cairo, two snow parks in Abu Dhabi and Oman, as well as family entertainment centres such as Magic Planet, Little Explorers, Activate, Yalla! Bowling, Dreamscape and IFLY.

Majid Al Futtaim partners with world-class fashion, home, specialty retail and beauty brands, operating over 90 stores across the GCC and 27 e-commerce platforms. Its portfolio includes lululemon, LEGO, Crate and Barrel, Shiseido and THAT, a Majid Al Futtaim multi-brand concept store and app. These offerings are powered by the UAE's fastest growing loyalty programme SHARE, which offers customers a more personalised and data driven experience.

www.majidalfuttaim.com

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About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture, and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX systems to connect with audiences in extraordinary ways, making IMAX's network among the most important and successful theatrical distribution platforms for major event films around the globe. Streaming technology company SSIMWAVE, an IMAX subsidiary, is a leader in AI-driven video quality solutions for media and entertainment companies.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of March 31, 2023, there were 1,711 IMAX systems (1,631 commercial multiplexes, 12 commercial destinations, 68 institutional) operating in 87 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970."

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About Ōma Cinema®

Ōma Cinema® is a French company, Ōma Cinema specializes in the design and creation of movie theaters. The company's innovative, patented layout transforms the movie-watching experience by utilizing vertically arranged balconies, establishing a special connection between the audience and the screen. This groundbreaking design provides an intimate yet spectacular experience, drawing viewers closer to the action and making every screening feel like a special event.

Inspired by the elegance of traditional theaters, Òma Cinema's exclusive pod seating system enhances the viewing experience through a tiered structure, redefining how audiences interact with film.

Headquartered in Paris, France, Òma Cinema opened its first theater in 2024 in the South of France.

For more details, visit www.omacinema.com. Stay connected with Òma Cinema® on Instagram ([@omacinema](https://www.instagram.com/omacinema)), Facebook ([Òma Cinema](https://www.facebook.com/OmaCinema)), Twitter ([@OmaCinema](https://twitter.com/OmaCinema)), YouTube ([Òma Cinema](https://www.youtube.com/OmaCinema)), and LinkedIn ([Òma Cinema](https://www.linkedin.com/OmaCinema)).

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