

“Shakin’ And Stirred!” MediaMation Toasts First Caribbean Install of MX4D™ Motion EFX Theatre on Island of Curacao.

WILLEMSTAD, CURACAO, THE KINGDOM OF THE NETHERLANDS, June 23, 2015 /EINPresswire.com/ -- Prominent [4D](#) cinema innovator/interactive technology company [MediaMation](#), Inc. (MMI) of Torrance, CA has just announced the installation of its first Caribbean region [MX4D™](#) theatre on the tropical island of Curacao.

Known as the origin of Curacao liqueur (made from the bitter dried peels of Curacao golden oranges, frequently used in “Blue Hawaiian” cocktails), Curacao is a sovereign state of the Kingdom of the Netherlands and boasts a rich and eclectic history. Approximately 171 square miles in size, it is located northeast of Venezuela, near Aruba and Bonaire in the Caribbean Sea.



Willemstad, Curacao Theatre -

The 64-seat MediaMation MX4D™ theatre was installed for “The Movies & Cinema Curacao” chain located in the historic capital city of Willemstad, designated as a United Nations (UNESCO) world heritage site. The official MX4D™ premiere took place June 11 with “JURASSIC WORLD.”

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Cor Dammers, Theatre General Manager

MX4D™ is MediaMation’s uniquely branded “4D” pneumatically driven motion EFX system. In general, 4D refers to an emerging “immersive” technology which allows movie-goers to experience big Hollywood “blockbusters,” as well as locally produced major films, in a new way via the addition of moving seats, air/water blasts, leg/neck ticklers, fog, seat/back pokers, seat rumblers and other special effects that emanate from specially designed theatre seats, or from

inside the theatre itself. These multiple special effects are programmed to both sync with and enhance the action on the screen and sound in the theatre for a more exciting and realistic movie-going experience.

Observed Cor Dammers, Theatre General Manager: “The Movies & The Cinema Curacao chose MediaMation because we liked their eco-friendly technology. We believe our local population, as well

as our many island visitors, will enjoy the heightened excitement of the movie experience created by a full 64-seat MX4D™ theatre. We also believe that MX4D™ is the next step after 3D.

“MediaMation is simply the best option for our theatre at this time,” he continued. “Regarding distant competitors who only offer a couple rows of moving seats, we don’t consider that 4D at all, just a part of it.”

Added Heather Blair, MediaMation Head of Cinema Sales: “We at MMI are genuinely pleased that our innovative MX4D™ theatre is making its debut in the Caribbean, in such a beautiful island locale as Curacao. We believe it will further enhance the city of Willemstad’s status as an entertainment destination in this popular tourist region of the world, as well as serve as a major draw for young locals looking for a more immersive movie experience.”

About MediaMation, Inc. -- For more than 24 years, MediaMation has provided innovative and visionary technological solutions to the entertainment market. MediaMation is an interactive technology company and a worldwide, leading supplier and manufacturer of patented technology for 4D/5D motion EFX theatres and seats. Besides its MX4D™ Motion EFX technology and seats, MMI designs and implements creative solutions for complex shows, rides, exhibits, fountain shows, etc., for theme parks, zoos, aquariums, museums, cinemas and FECs. From concept to design to installation, MediaMation provides turnkey solutions to creating state-of-the-art 4D theatres and themed environments. For more information, visit www.mediamation.com, www.MX-4D.com, call 310.320.0696 or email: sales@mediamation.com

About The Cinemas and The Movies Curacao -- This entity is part of a small theatre chain which started more than 80 years ago in Aruba. This innovative company was the first to switch completely to digital in the Caribbean in 2009. Now, they are among the first theatres to adopt 4D cinema technology.

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