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Cinemark and SPACES Embrace the Future of Entertainment with Multi-Sensory Virtual Reality Experience in San Jose

Tickets are on sale now for Cinemark's brand-new, immersive VR experience at the Century 20 Oakridge and XD theatre featuring "Terminator Salvation: Fight for the Future"

PLANO, Texas--(BUSINESS WIRE)-- [Cinemark Holdings, Inc.](http://www.cinemark.com) (NYSE: CNK), one of the world's largest motion picture exhibitors, announced it is opening a brand-new, immersive virtual reality (VR) experience on Feb. 8 at its Century 20 Oakridge and XD theatre in San Jose, CA at the Westfield Oakridge Shopping Center. As the newest SPACES location, it will feature multi-sensory VR technology blending 4D effects, 3D face scanning, physical interaction and social group play. Tickets and information are available now at www.cinemark.com/SPACES.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20190123005243/en/>

"Cinemark is constantly innovating and providing new experiences for our guests; we love taking entertainment and moviegoing to the next level," said Mark Zoradi, Cinemark's CEO. "Cinemark is excited to partner with SPACES to provide our Bay area guests with a fun, immersive, mixed-reality adventure."

Thrill-seekers will gear up and join the resistance in the fight against Skynet in a heart-pounding, untethered, adventure that takes place in the Terminator universe. The first Cinemark SPACES experience will be "Fight for the Future" based on "Terminator Salvation." Upon entering Cinemark SPACES, guests will register and scan their faces using SPACES' unique, proprietary face scanning technology. Fans will then be immersed in a free-roam, virtual reality battle with up to four people in a group.

Transforming locations into digital playgrounds, SPACES invites guests to engage their senses through virtual reality, haptic feedback and environmental effects that guests can reach out and touch. The moment they take off their headsets, guests will immediately receive a cinematic video of their experience that they can take home and share on social media.

"At SPACES, we say 'Go Anywhere, Do Anything' where guests are the stars of the experiences," said Shiraz Akmal, SPACES CEO. "We provide consumers an incredible, virtual reality adventure where they can suit up and escape with their friends. Guests depart from SPACES and are transported into the action. We especially love that our experiences are meant to be shared; people repeat the experiences with friends and family again and again."



Cinemark SPACES features multi-sensory VR technology blending 4D effects, 3D face scanning, physical interaction and social group play. Tickets and information are available now at www.cinemark.com/SPACES. (Photo: Business Wire)

a \$30M partnership with Songcheng Performance Co. to build next-generation attractions for parks and retail locations.

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som Hill Rd., San Jose, CA 95123 in the Westfield Oakridge Shopping Center.

About Cinemark Holdings, Inc.:

Cinemark is a leading domestic and international motion picture exhibitor, operating 541 theatres with 6,014 screens in 41 U.S. states, Brazil, Argentina and 13 other Latin American countries as of September 30, 2018. For more information go to investors.cinemark.com.

About SPACES Inc.:

SPACES global retail locations, parks, and attractions deliver unique and unparalleled VR, AR and MR entertainment experiences that deploy cutting-edge technology, fully immersive, multiplayer, highly sensorial experiences featuring original and globally-recognized Hollywood and video game brands. SPACES was founded at DreamWorks Animation and the team has wide-ranging backgrounds in film, television, video games and theme parks. SPACES has raised over \$10M from Comcast Ventures; Songcheng Performance Co.; Match VC; Boost VC; Canyon Creek Capital; Colopl VR Fund; GREE Inc.; Kai Huang; Sinovation Fund; The Venture Reality Fund; and Youku Global Media Fund and CRCM VC, and has

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Source: Cinemark Holdings, Inc.