



# E-Motion

DEVELOPED BY ENGINEERS  
**MOVED BY FILMMAKERS**



**4D E-Motion**, a theatre system equipped with motion seats and outstanding special effects created by **Lumma**, Audiovisual Engineering.

You can experience wind, water, vibration, scent and air shots, among other effects, perfectly synchronized with the on-screen action.

**INTENSIFY THE AUDIOVISUAL EXPERIENCE**

**BOOST YOUR THEATRE**

**BOX OFFICE WILL SKYROCKET**

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## **COMPREHENSIVE SERVICE**

Lumma offers turnkey project installations: feasibility study, overhaul of existing auditoriums into 4D E-Motion theaters, development, production, installation, support and maintenance of the 4D E-Motion system.

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## **4D SYNC DEPARTMENT**

We work closely together with Hollywood Studios to synchronize movies. Our 4D Sync Department has a team of skilled artists and technicians specialized in 4D Technology.

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## **AFTER-SALES SERVICE**

The 4D E-Motion system offers warranty and service support worldwide.

## 10 REASONS WHY LUMMA IS THE BEST OPTION

Through the years, we have received positive feedback from our partners and based on that feedback we have made the top ten list presented below:

- #1 **“LUMMA IS ON THE CUTTING-EDGE”**  
OF INNOVATION AND TECHNOLOGY DEVELOPMENT
- #2 **“4D E-MOTION IS SOLID TECHNOLOGY”**  
HIGH PERFORMING INDUSTRIAL COMPONENTS
- #3 **“LUMMA PRIORITIZES THE MOVIE-GOER EXPERIENCE”**  
THE MOST IMPRESSIVE EFFECTS AND MOTION RANGE  
IN A SOUND SUPPRESSED SYSTEM
- #4 **“INNOVATIVE AND PREMIUM SEATING”**
- #5 **“LUMMA MAKES IT SIMPLE”**  
EASY TO INSTALL - EASY TO MAINTAIN
- #6 **“LUMMA WORKS ALONGSIDE YOUR CINEMA STAFF”**  
TECHNICAL TRAINING AND FULL ASSISTANCE
- #7 **“4D E-MOTION’S SYSTEMS OFFER EASY OPERATION”**  
REMOTE CONTROL - MAINTENANCE MONITORING SYSTEM
- #8 **“4D E-MOTION THEATRES REMARKABLE PERFORMANCE”**  
TOP 10 RANK OF REVENUES  
#1 SPECIAL FORMAT ON THE RANK
- #9 **“LUMMA HAS A TALENTED ARTISTIC TEAM”**  
SYNCHRONIZATION OF THE FILMS WORKING CLOSELY  
TOGETHER WITH THE MAIN HOLLYWOOD STUDIOS
- #10 **ONE OF A KIND TRADEMARK: DEVELOPED BY ENGINEERS, MOVED BY FILMMAKERS.**



Cinépolis Bahraïn



Hoyts Quilmes



Multiplex Pilar



Cinépolis Rosario



Cinépolis Mendoza



Cinépolis Recoleta

# 4D E-Motion

## INAUGURAL TECHNOLOGY AWARD SHOWEAST 2023

### OFFICES



USA



ARGENTINA



URUGUAY

### 4D E-Motion THEATERS



USA



ARGENTINA



PUERTO RICO



URUGUAY



BRASIL



ECUADOR



COLOMBIA



PANAMA



PARAGUAY



BOLIVIA



FRANCE



SPAIN



BAHRAIN



OMAN



MOROCCO

# 80

4D E-MOTION  
THEATERS

# #1

PREMIUM  
FORMAT

# +420

TITLES  
SYNCHRONIZED



BOX OFFICE  
RECORDS



IMPROVES ALL SCREENS  
OF THE COMPLEX



OUTSTANDING ROI  
FOR YOUR BUSINESS

PARTNERS



## SCREENS

 EPIC VOLUSIA [USA]	 ATLAS CABALLITO [ARGENTINA]	 CPM GONZALEZ CATÁN [ARGENTINA]
 MULTICINES MACHALA [ECUADOR]	 MEGARAMA GIVORS [FRANCE]	 CINEMACITY LA PLATA [ARGENTINA]
 CINÉPOLIS YELMO ISLAZUL [SPAIN]	 CINECENTER SANTA CRUZ [BOLIVIA]	 CINEMARK HOYTS DOT [ARGENTINA]
 OCINE LES GAVARRES [SPAIN]	 MULTICINES MALL DEL NORTE GUAYAQUIL [ECUADOR]	 CINÉPOLIS MENDOZA [ARGENTINA]
 MULTICINES RECREO [ECUADOR]	 MEGARAMA CASABLANCA [MOROCCO]	 CINEPOLIS BAHRAIN [BAHRAIN]
 MULTICINES SCALA [ECUADOR]	 MEGARAMA VILLENEUVE-LA-GARENE [FRANCE]	 CINÉPOLIS RECOLETA [ARGENTINA]
 OCINE VIGO [SPAIN]	 CINECENTER COCHABAMBA [BOLIVIA]	 CINÉPOLIS NEUQUÉN [ARGENTINA]
 MULTIPLEX SAN JUAN [ARGENTINA]	 CARIBBEAN CINEMAS LAS PIEDRAS [PUERTO RICO]	 CENTERPLEX MANAUS [BRASIL]
 LAS TIPAS ROSARIO (3) [ARGENTINA]	 MULTICINE LA PAZ [BOLIVIA]	 MOVIE MONTEVIDEO [URUGUAY]
 MEGARAMA BOULOGNE-SUR-MER [FRANCE]	 MEGARAMA BORDEAUX [FRANCE]	 CINEMARK HOYTS QUILMES [ARGENTINA]
 CARIBBEAN CINEMAS ARECIBO [PUERTO RICO]	 PARQUE FAMILIAR JAYUYA [PUERTO RICO]	 MULTIPLEX LAVALLE [ARGENTINA]
 OCINE LES GAVARRES [SPAIN]	 CINÉPOLIS YELMO CANARIAS [SPAIN]	 PINEDO ITAÚ [PARAGUAY]
 MULTIPLEX BELGRANO [ARGENTINA]	 MEGARAMA ANNECY [FRANCE]	 CINEMARK HOYTS UNICENTER [ARGENTINA]
 CINES DEL ESTE ATLÁNTICO SHOPPING [URUGUAY]	 CINEMARK HOYTS ALTO AVELLANEDA [ARGENTINA]	 GRAN REX CORDOBA [ARGENTINA]
 LIFE CINEMAS PUNTA SHOPPING [URUGUAY]	 MULTICINES CUENCA [ECUADOR]	 MOVIE PORTONES [URUGUAY]
 CINÉPOLIS YELMO LA MAQUINISTA [SPAIN]	 ROYAL FILMS [COLOMBIA]	 CINÉPOLIS MERLO [ARGENTINA]
 CARIBBEAN CINEMAS PONCE TOWN [PUERTO RICO]	 MULTICINES CCI [ECUADOR]	 MULTIPLEX CANNING [ARGENTINA]
 MULTICINES SAN MARINO [ECUADOR]	 CINEMARK PANAMÁ [PANAMÁ]	 CINÉPOLIS ROSARIO [ARGENTINA]
 ROYAL FILMS BOGOTÁ [COLOMBIA]	 CINEPOLIS OMAN [OMAN]	 CINÉPOLIS AVELLANEDA [ARGENTINA]
 LAS TIPAS PARANÁ (2) [ARGENTINA]	 MULTICINES CONDADO [ECUADOR]	 MULTIPLEX PILAR [ARGENTINA]

*LUMMA PRIORITIZES THE  
MOVIE-GOERS' EXPERIENCE  
WITH THE MOST  
IMPRESSIVE EFFECTS  
AND MOTION RANGE  
IN A SOUND SUPPRESSED SYSTEM*

## SPECIAL EFFECTS

## SEAT EFFECTS

**Motion**

Wide range of movement combinations for a breathtaking experience.

**Air**

A sensational blast of air onto your face.

**Air Shot**

Sudden bursts of air around your neck.

**Vibration**

Located in the seat and back creating an amazing range of different vibrations.

**Scent**

Essences that stimulate sensations and emotions.

**Water**

A surprising gentle spray of water immerses you into the thrill.

**Bass Shaker**

Vibrations through your seat that make you feel the power of the sound into your body.

PREMIUM VERSION  
INCLUDES**Magnify 8**

A diverse array of dynamic and directional effects moves through 8 vibration spots perfectly synchronized with the on-screen action.

## THEATER EFFECTS

**Wind**

Environmental effect that goes beyond the screen in a truly realistic experience.

**Lights**

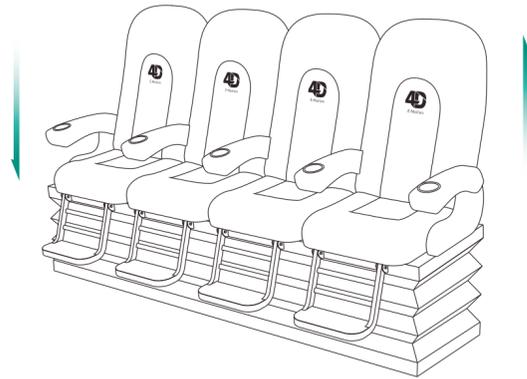
Intelligent lighting effects that timely perform colorful gleams throughout.

# SEATS

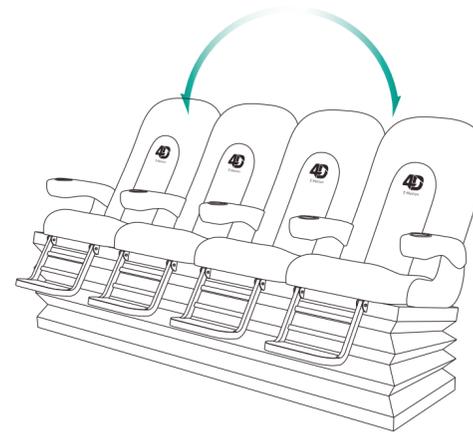
MOTION: 3DOF



MOTION



Up - Down



Forward - Back



Lateral Tilt

# EFFECTS



AIR



AIR SHOT



VIBRATION



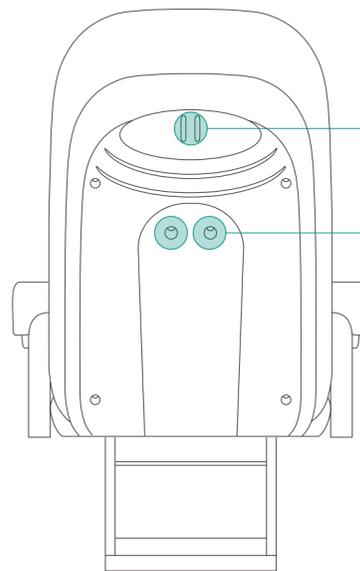
SCENT



WATER

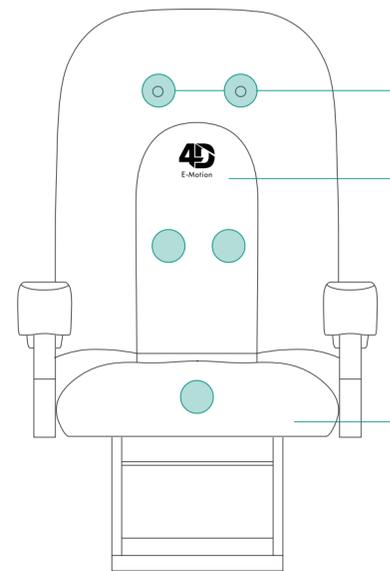


BASS SHAKER



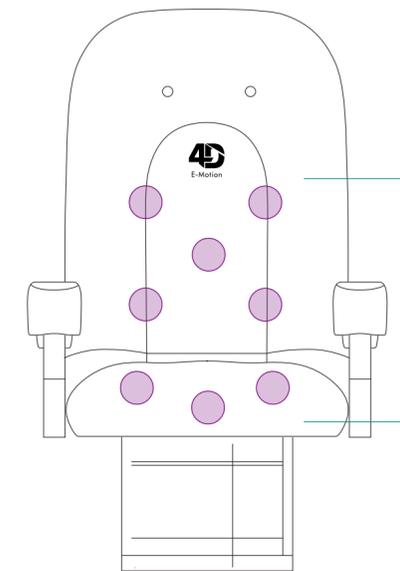
Air  
Water

Scent  
Flower  
Coffee  
Fresh grass  
Smoke  
(gunpowder /rubber)



Air shot

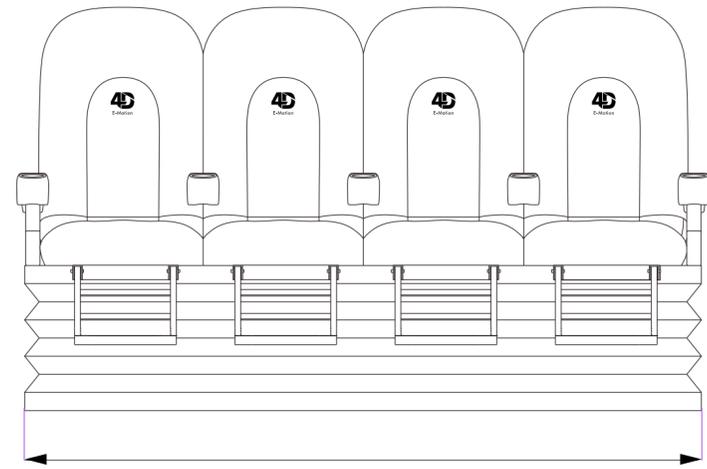
Bass shaker  
Vibration



Magnify 8  
Included in Premium Version

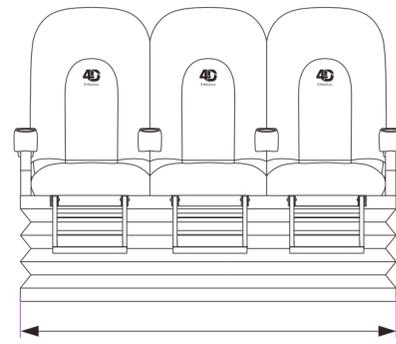
# SEATS

- Ethernet communication
- Electrical actuators
- CE Certification



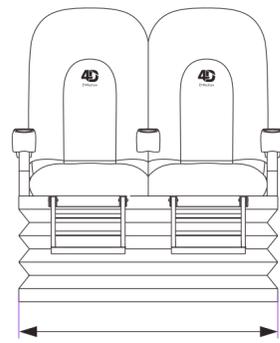
7' 6 1/2" 230 cm

**S4 FORMAT - 3DOF**  
3 degrees of freedom



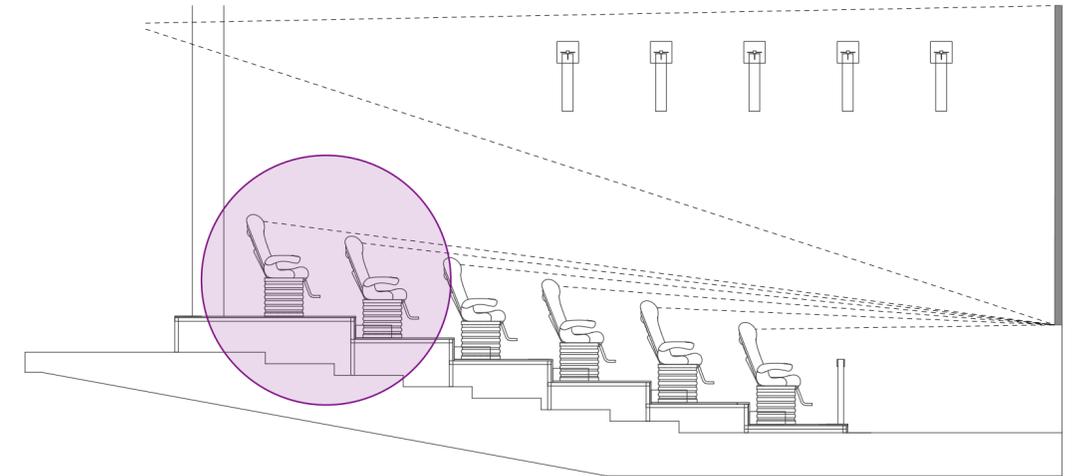
6' 3" 190 cm

**S3 FORMAT - 3DOF**



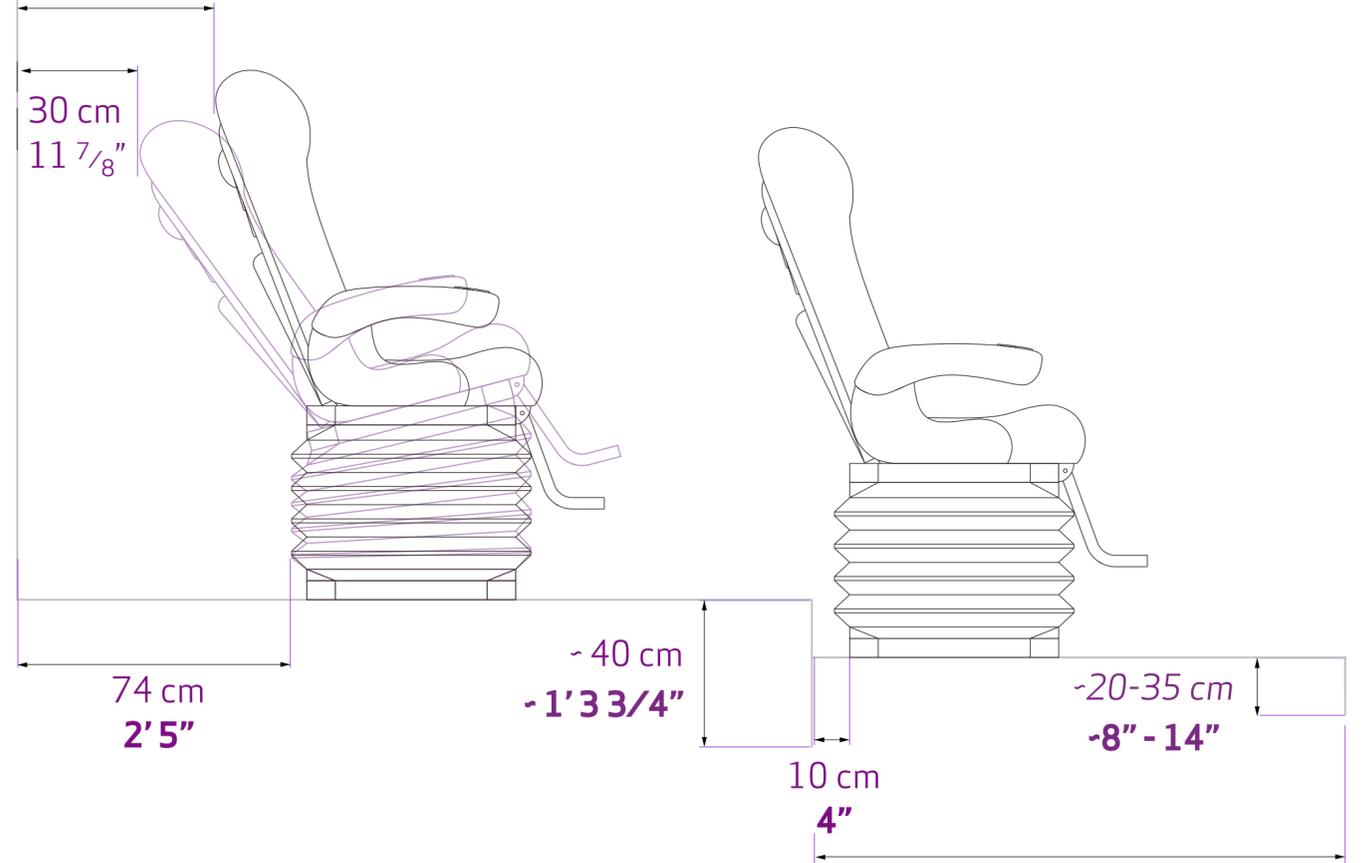
3' 11" 120 cm

**S2 FORMAT - 2DOF**



50 cm  
1' 7 5/8"

30 cm  
11 7/8"



74 cm  
2' 5"

- 40 cm  
- 1' 3 3/4"

10 cm  
4"

- 20-35 cm  
- 8" - 14"

- 4' 3" - 4' 9" - 130-145 cm

# SEATS

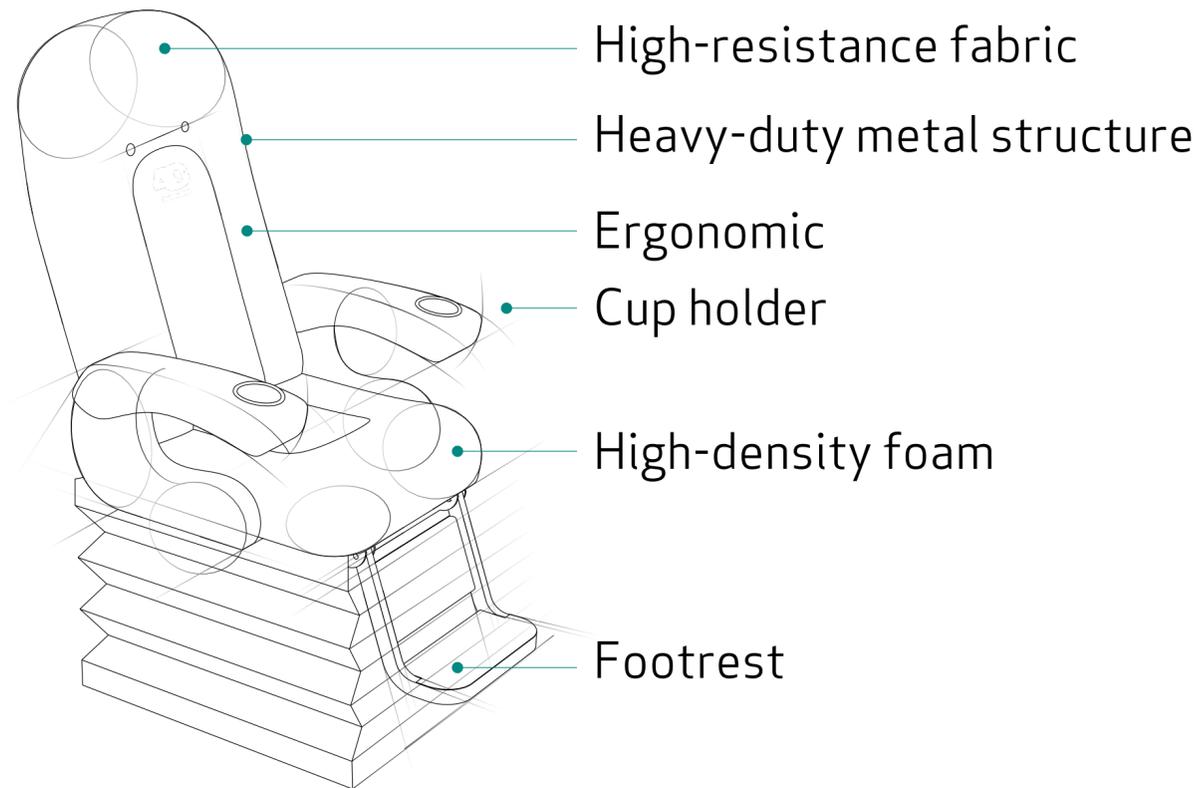
## DESIGN



**PREMIUM SEATING**



**COMFORTABLE DESIGN**



*LUMMA*  
*MAKES IT SIMPLE*  
*EASY TO INSTALL*  
*EASY TO MAINTAIN*

# THEATERS



## HIGH PERFORMANCE

Built on high-performance industrial components



## EASY OPERATION

Simple configuration and set up of the projector



## COMPATIBLE WITH ALL FORMATS

Our sync motion and special effects system does not require a special DCP



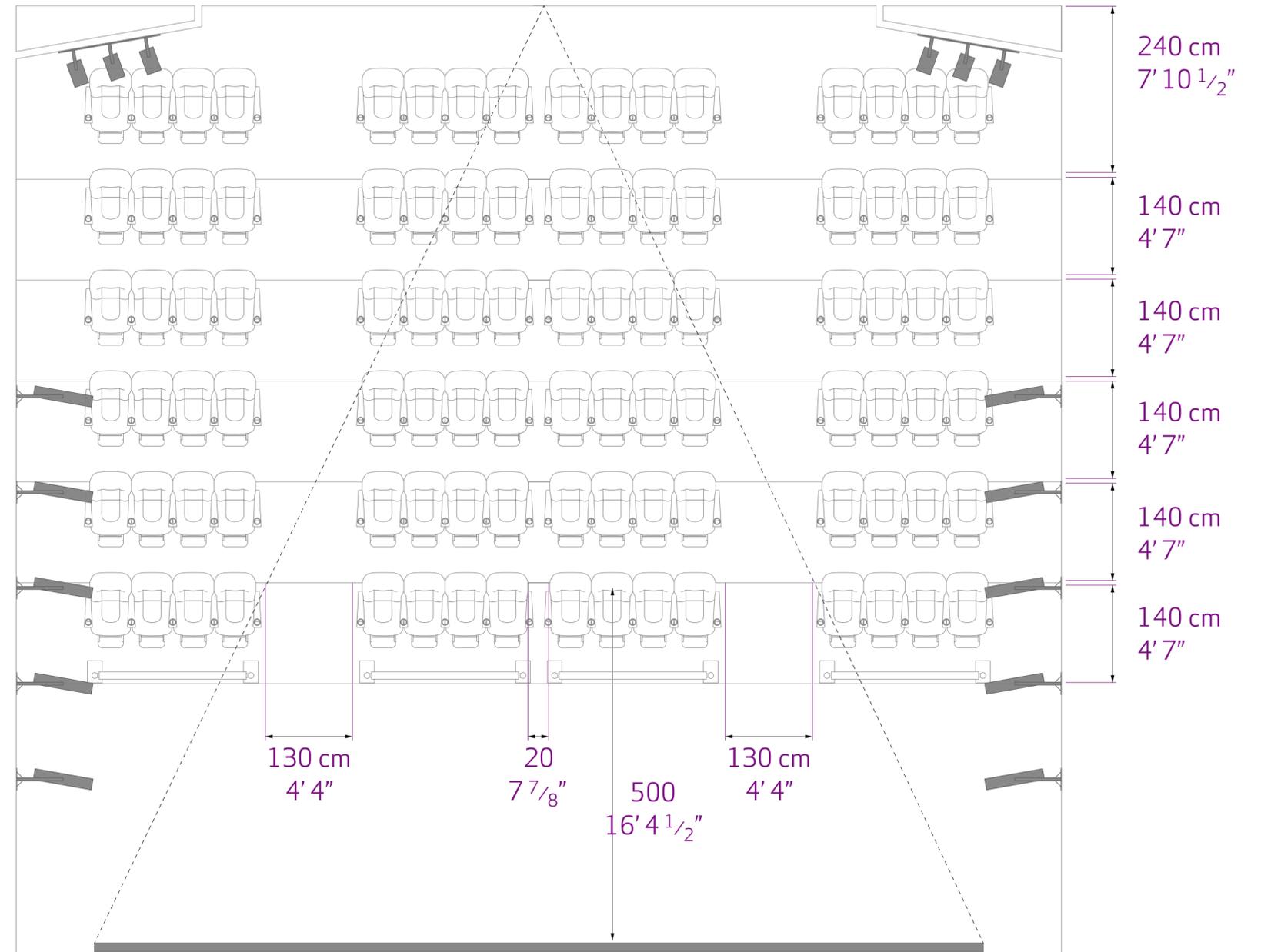
## MONITORING AND CONTROL

Immediate access from any smart device in real time



## MODULAR

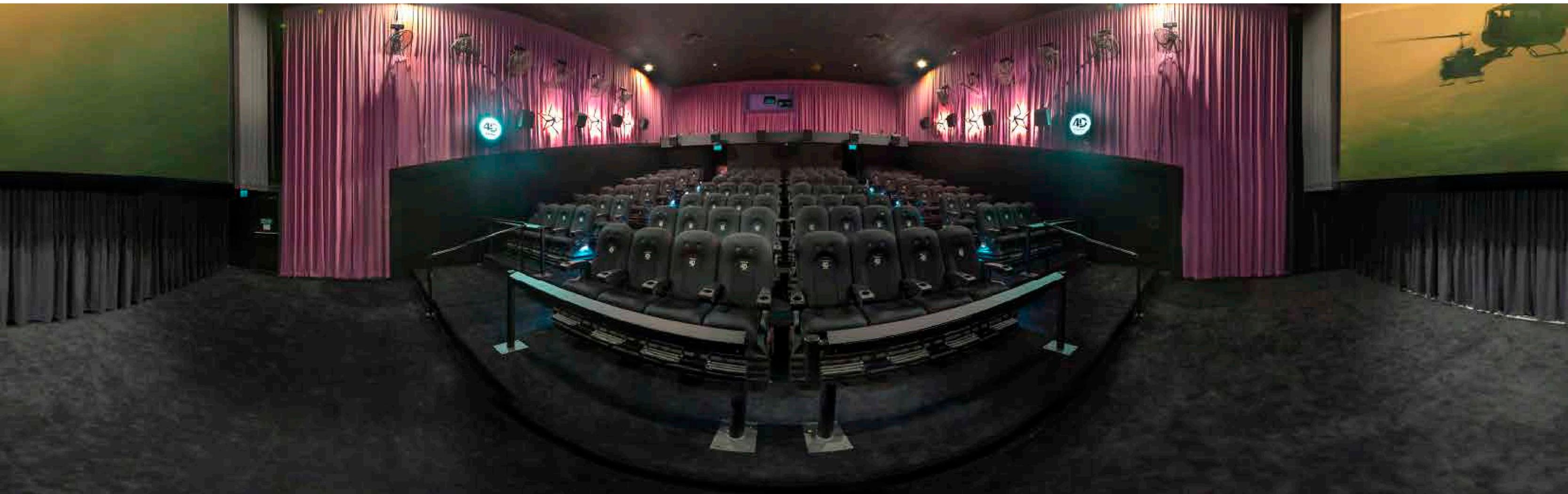
Allows full theaters retrofit or gradual incorporation of the special effects



## THEATERS

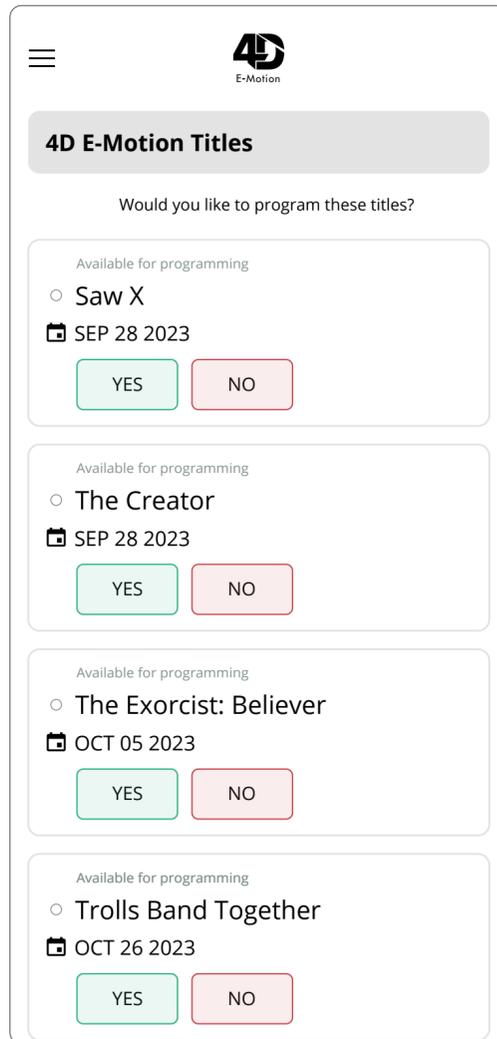
### OVERHAUL OF EXISTING AUDITORIUMS INTO 4D E-MOTION THEATERS

- FEASIBILITY STUDY - DEVELOPMENT - PRODUCTION
- INSTALLATION - SUPPORT - MAINTENANCE

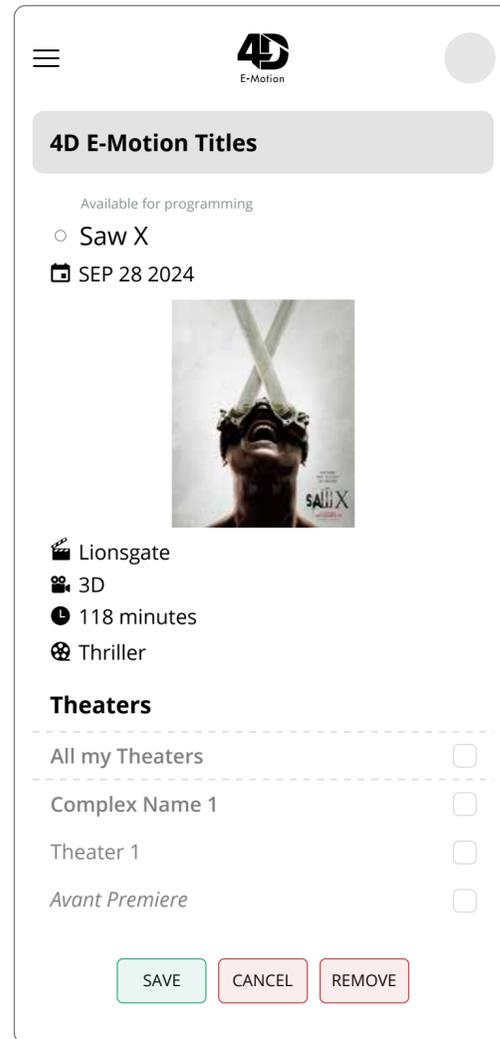


# 4D MOVIE SELECTION SYSTEM

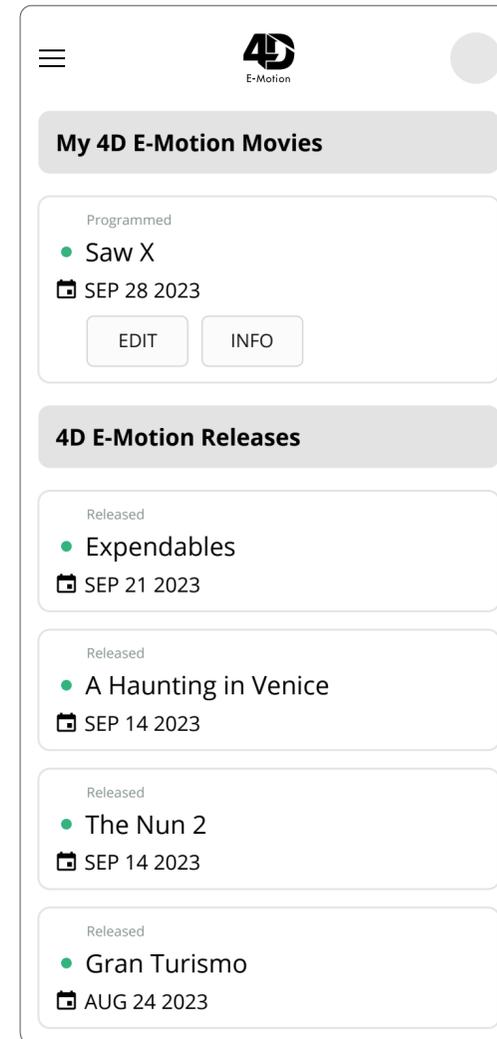
Our title selection system makes it easier for exhibitors to plan their 4D E-Motion theater programming.



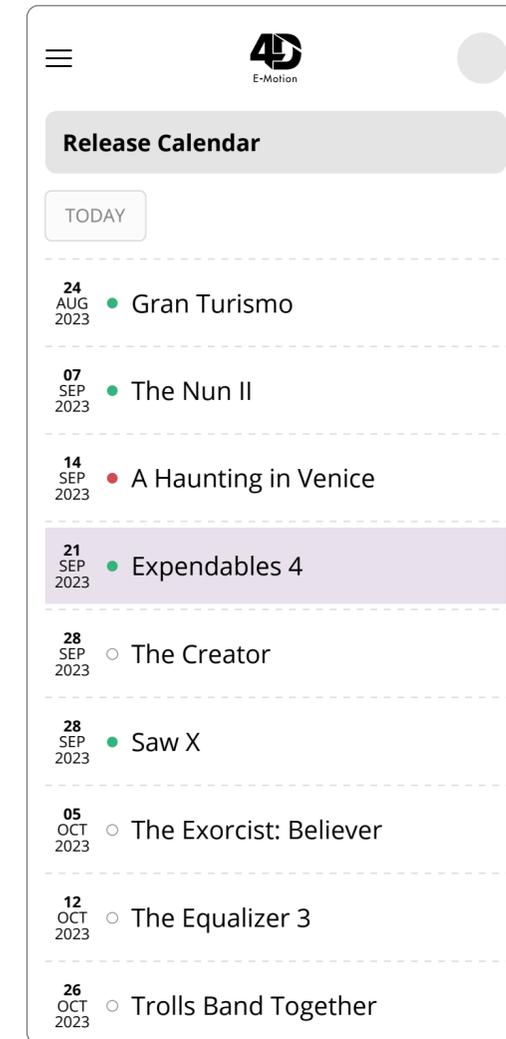
USER FRIENDLY



CUSTOMIZED SELECTION



PERSONAL 4D E-MOTION CALENDAR



DETAILED INFORMATION

*LUMMA  
HAS A TALENTED  
ARTISTIC TEAM*

## SYNC DEPARTMENT

*LOS ANGELES QUALITY CONTROL FACILITY*

We work closely together with Hollywood Studios to synchronize movies.

Our 4D Sync Department has a team of skilled artists and technicians specialized in 4D Technology.



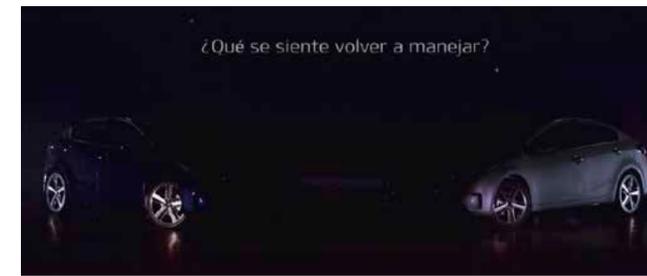
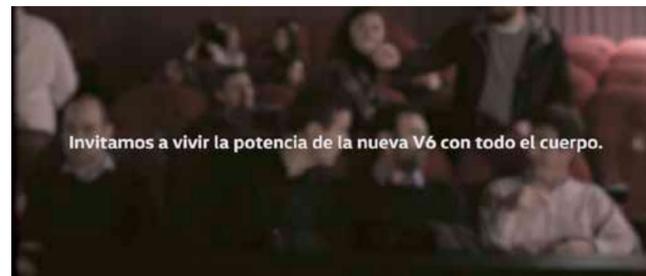
LIONSGATE



## 4D E-MOTION BRAND EXPERIENCE

Exhibitors can offer their clients ads in 4D E-Motion format.

- Experiential Marketing: Promotional Spots in 4D E-Motion Theatres
- Innovative experiences for a brand launch
- Shyncronization of the contents and implementation
- Marketing activities
- Ad Hoc productions



Volkswagen Amarok

Kia Cerato

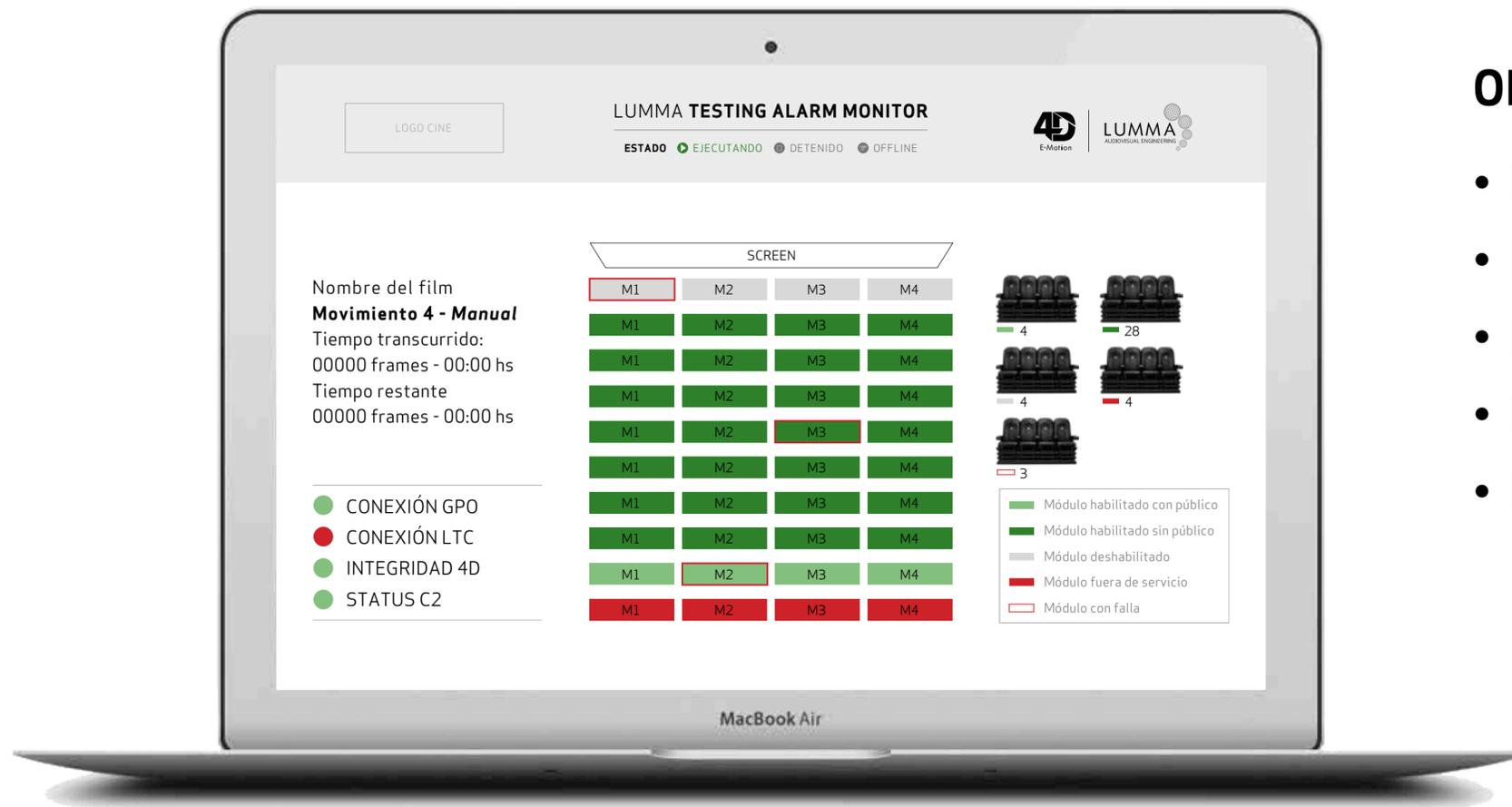
*LUMMA WORKS ALONGSIDE  
YOUR CINEMA STAFF AND OFFERS  
EASY OPERATION*

## E-MOTION SMART SUITE

E-Motion Technology includes a remote system to monitor, optimize and test the operation of the theater.

*4D E-MOTION REAL TIME MONITOR*

*Alarm monitoring system*



### ONLINE TOOL TO CHECK THE S4's STATUS

- Number of enabled modules
- Number of disabled modules
- Number of out of service modules
- Lumma Controller status
- Movie information

## E-MOTION SMART SUITE

### E-MOTION CONTROL

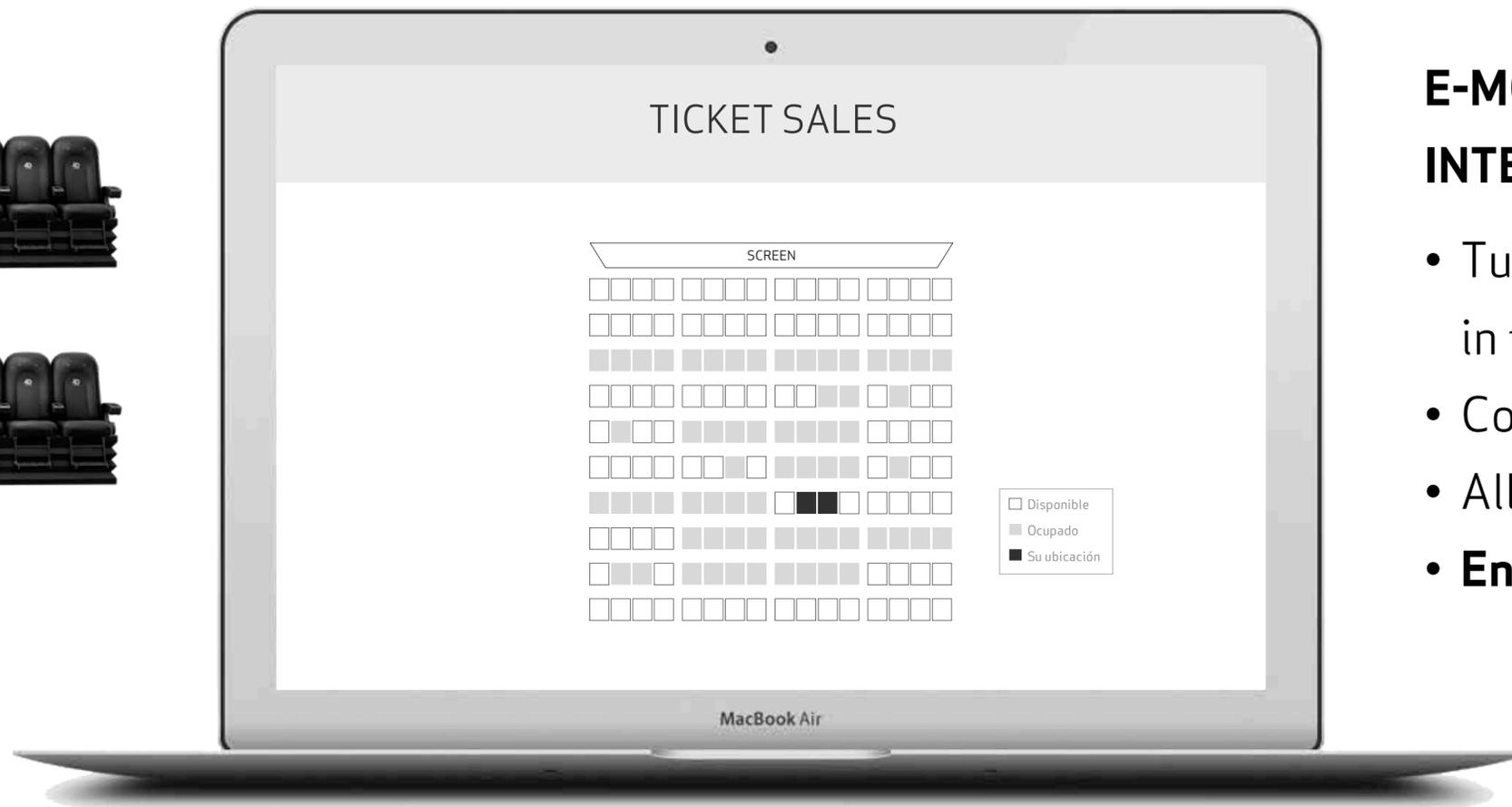
*Energy-saving solution and lifetime optimization*



21



19



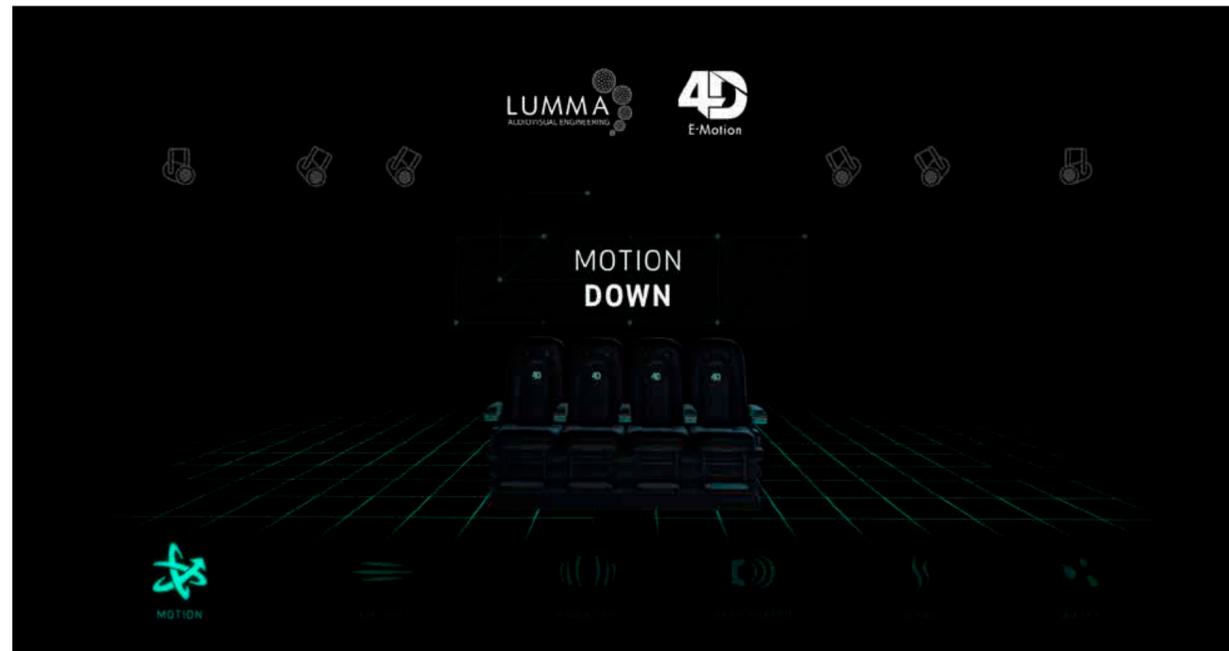
### E-MOTION CONTROL

#### INTEGRATION WITH SALES SYSTEMS

- Turns on the modules of the seats selected in the ticket sales system
- Compatible with Ticket Sales Systems
- Allows manual or automatic enable/disable
- **Energy-saving system** with seat occupancy sensors

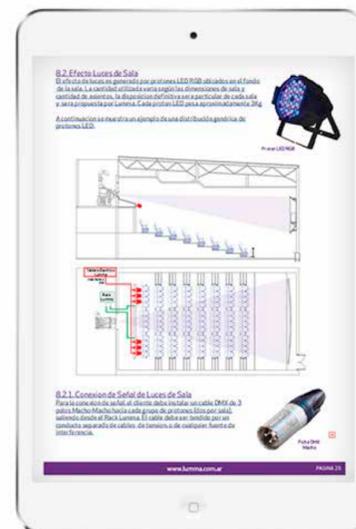
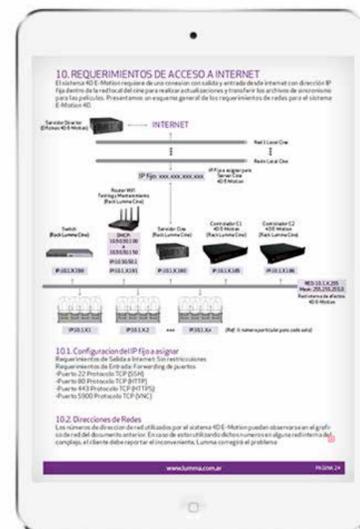
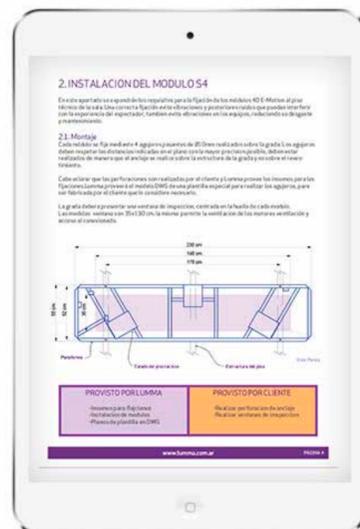
# E-MOTION SMART SUITE

## THEATER TECH TEST



Lumma provides a DCP to test the 4D theaters in a quick and simpler manner. Enables your cinema staff to test the technology for optimum performance.

- Quick All Check
- Full Theater Test
- Individual Module Test

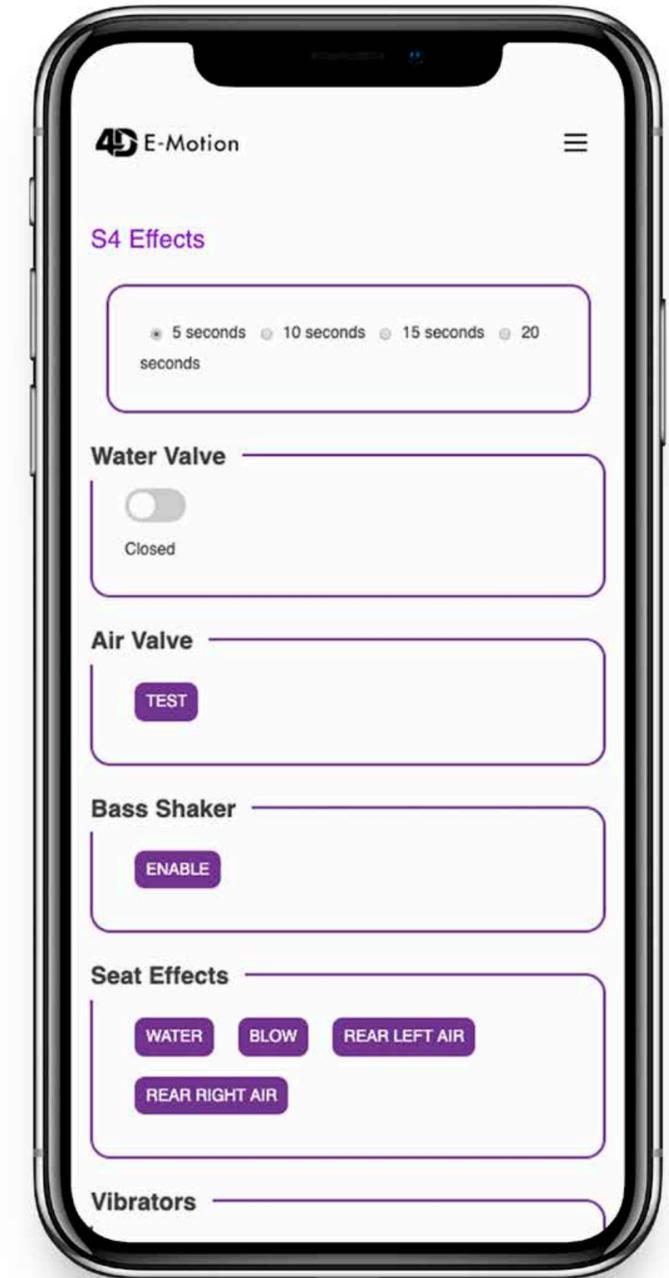
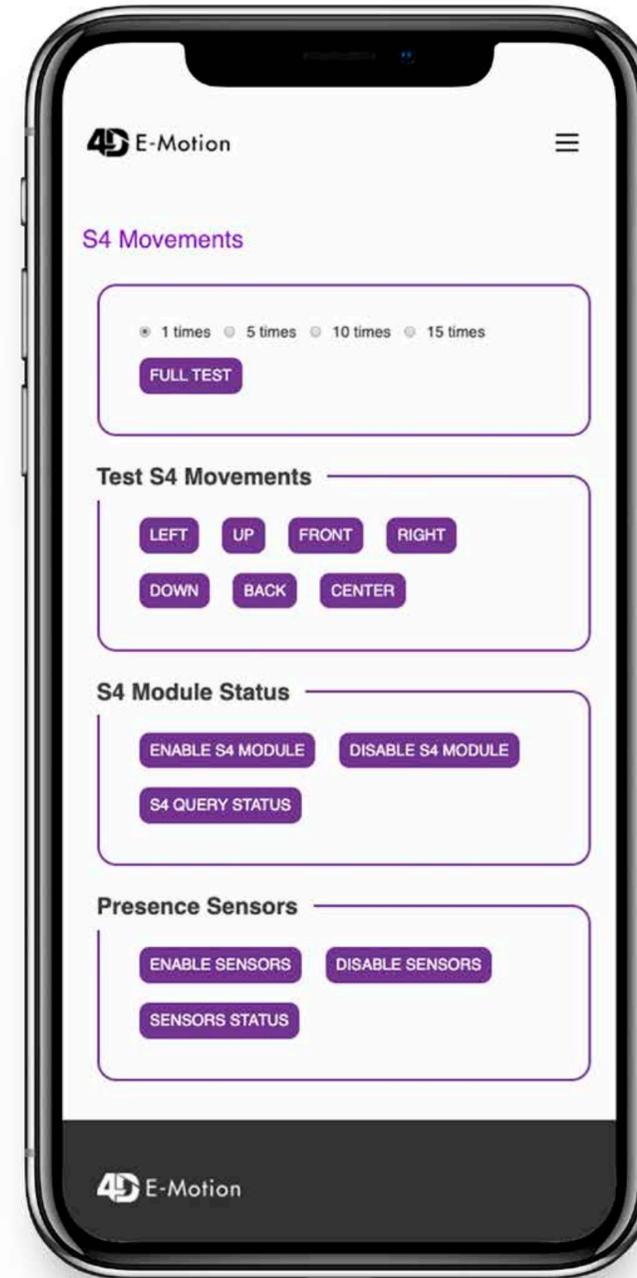
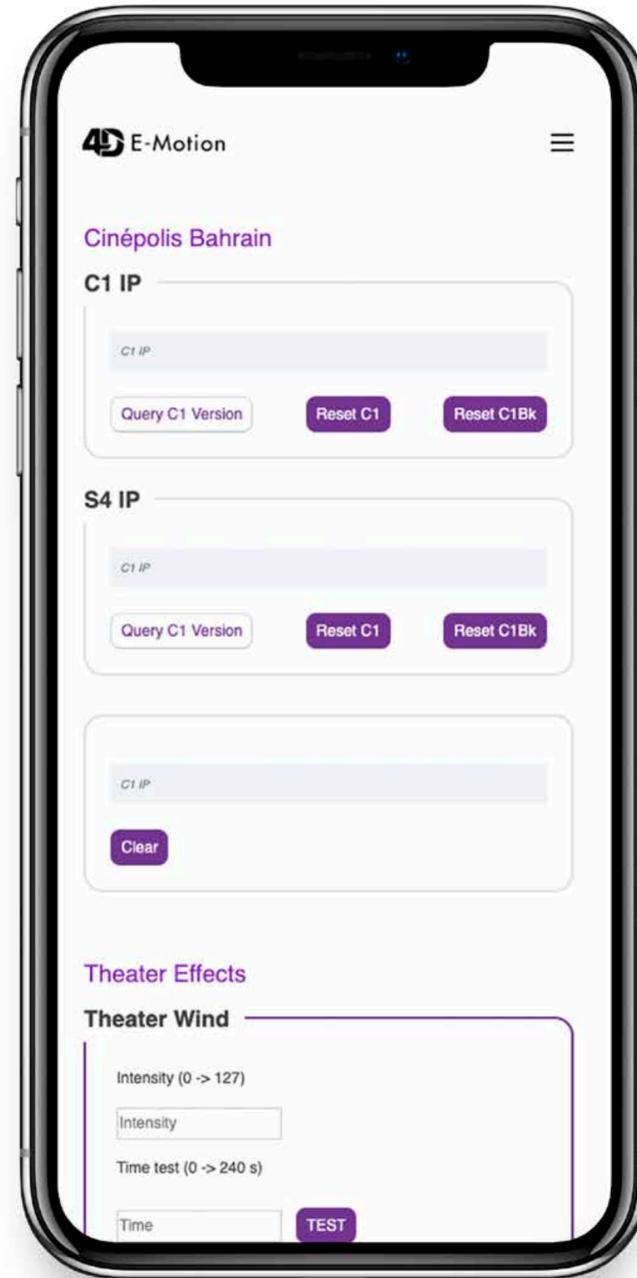


## Technical Service & Support

- Installation manual
- Training sessions: remote / on site
- Immediate remote technical support
- Operation Manuals

# E-MOTION SMART SUITE

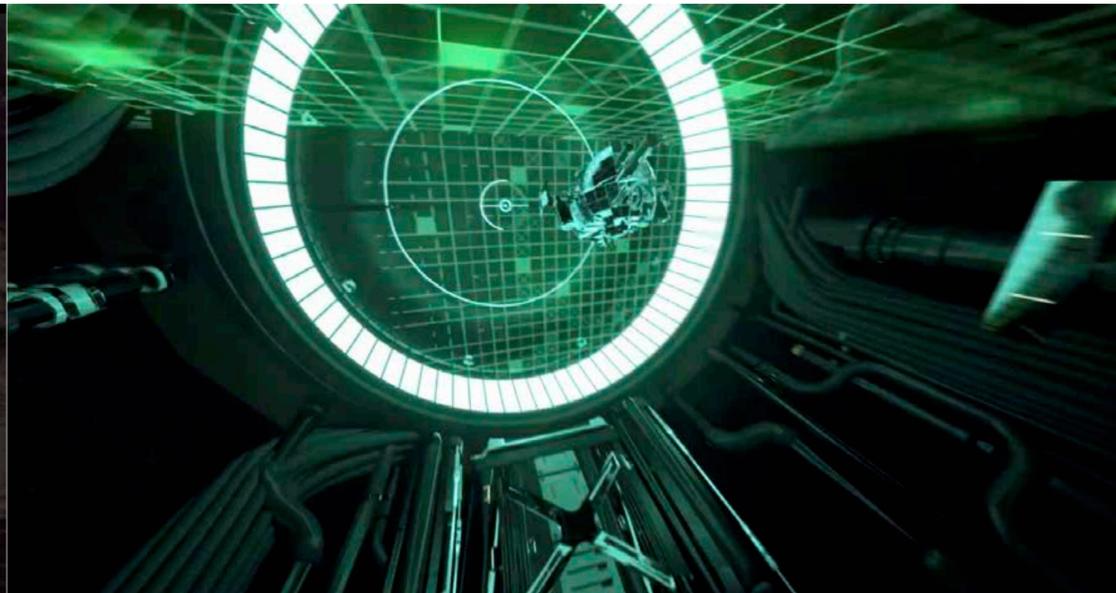
## E-MOTION TEST APP



## BRANDING PACK

*SPOTS*

Pre-Show

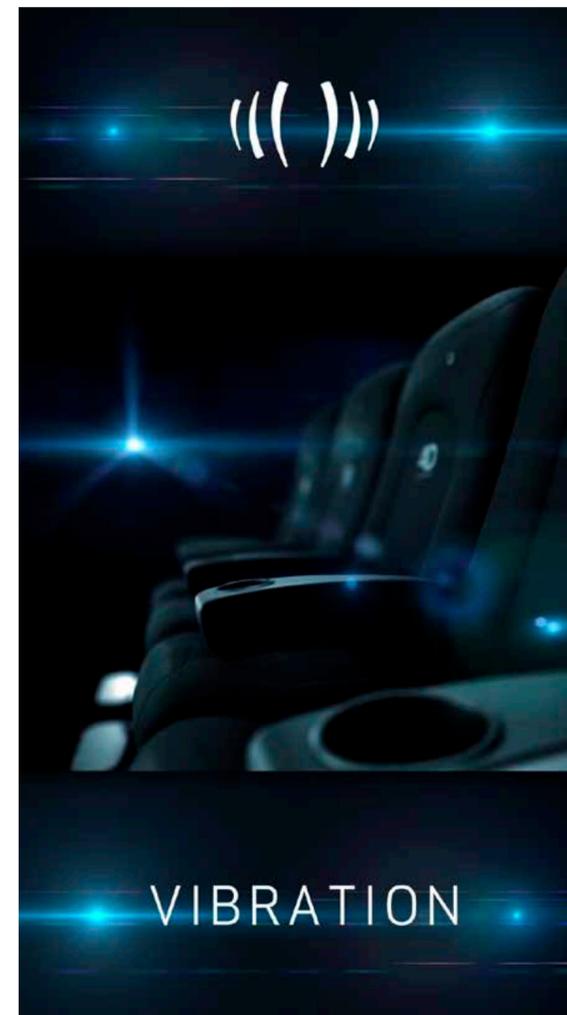
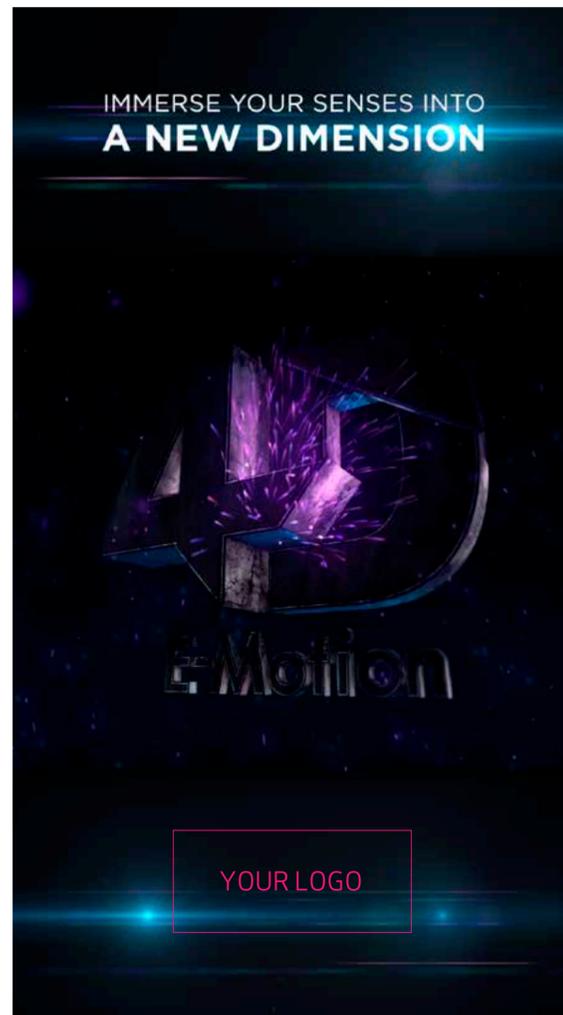


# BRANDING PACK

## SPOTS

- Promotional spots (landscape and portrait)

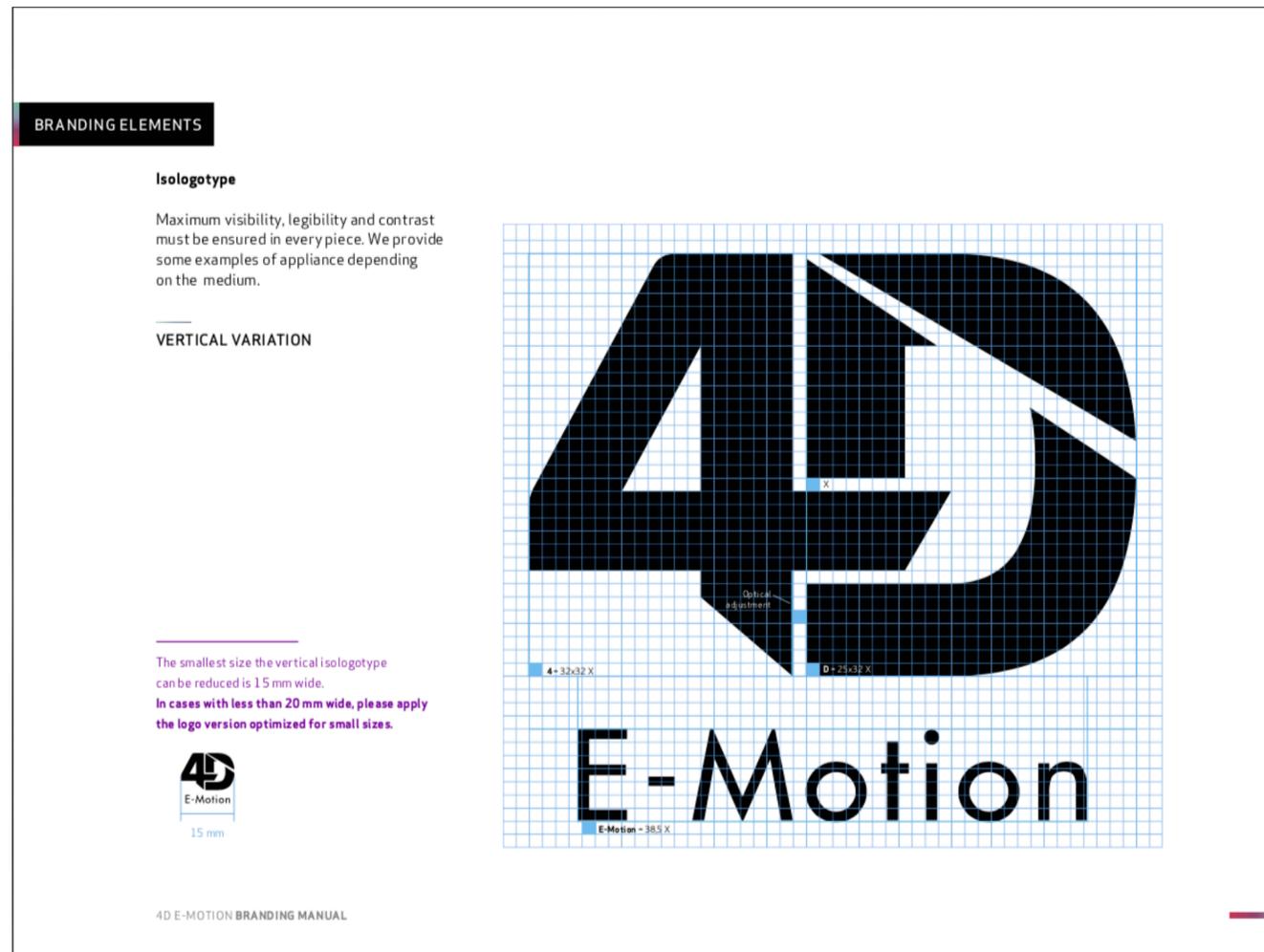
- Effects bumpers (landscape and portrait)



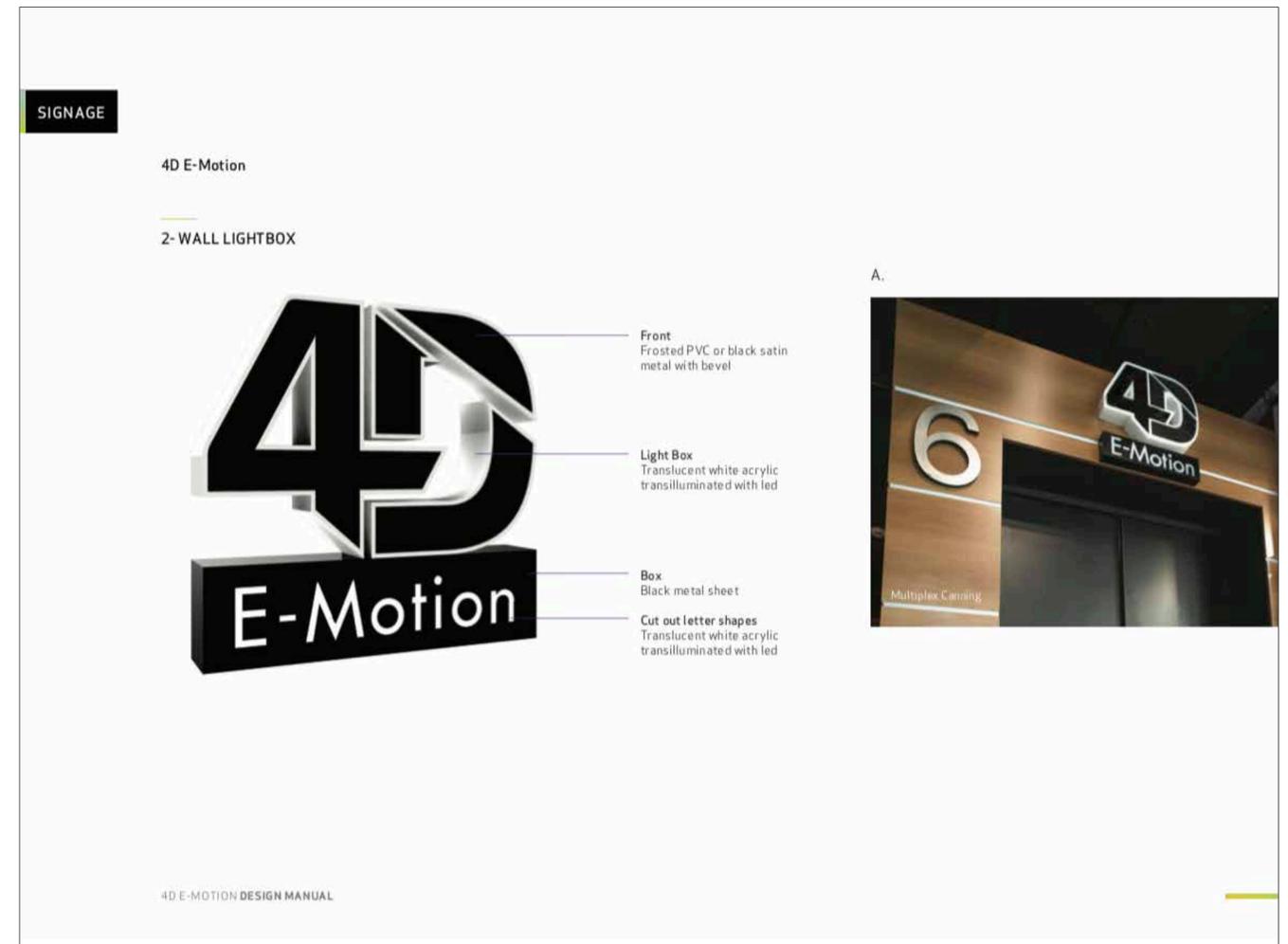
# BRANDING PACK

## MANUALS

- Branding Manual



- Design Manual



## LUMMA, AUDIOVISUAL ENGINEERING

Lumma is a company dedicated to the development of new technologies and the production of audiovisual content including:

- Virtual and augmented reality
- Production and installation of 4D screens
- Simulators for the entertainment industry.



## LUMMA, AUDIOVISUAL ENGINEERING

### SERVICES

- Customized development of engineering projects with E-Motion Technology  
Simulation cabinets, attractions for theme parks, museums and entertainment centers
- Comprehensive development of interactive attractions  
Promotional stands, marketing activities, etc.
- Motion and special effects synchronization with E-Motion Technology for various contents
- Development of motion detection and augmented reality experiences
- Development of audiovisual content  
Movies specifically created for E-Motion Technology  
Audiovisual productions for special formats  
Live action, aerial filming, 3D animation, VFX and mapping.
- After-sales service and maintainance

 LUMMA.4D E-MOTION

 LUMMA\_STUDIO  
4D\_EMOTION

LUMMA  
AUDIOVISUAL ENGINEERING

 E-Motion