

Business-class movies launch at The Zone

[Ster-Kinekor](#) Theatres has launched a new concept cinema to its audience, Cine Prestige, which opened yesterday 3 April 2012 at the Zone in Rosebank, Johannesburg. Likened to a 'business-class experience', it has 38 spacious single recliner leather seats and five double leather recliners for cosy dates, totalling a seating capacity for 48 patrons.



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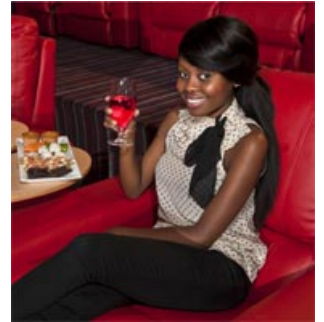


These seating arrangements allow generous space between the seats for comfort and privacy, superior to a traditional cinema layout, and an exclusive in-house menu complements the entire encounter.

Evoked visual and auditory senses

To evoke visual and auditory senses, the cinema is equipped with a state-of-the-art 3D screen and projection, with the powerful digital sound, ensures that the event is unlike anything local audiences have encountered before.

At R 85.00 per ticket, ticket holders can enjoy the ultimate in cinema going while also accessing the exclusive VIP lounge, with dedicated staff. Ster-Kinekor Movie Club, Discovery Vitality or Edgars Club Card members access it from R 42.50 per ticket.



"We are constantly looking for ways to innovate our offerings, ensuring that we deliver top quality products to our valued audience. With this launch, we are now able to reach an even wider market and are able to offer something unique and more sophisticated, loosely modelled on similar concepts seen in the UK and Australia," says Fiaz Mahomed, CEO of Ster-Kinekor Theatres.

For more:

- Bizcommunity: [Movie magic at Killarney Mall opens this weekend](#), May 2011
- Bizcommunity: [CineCentre group brings movies back to Killarney Mall](#), July 2010

For More list added at 1.25pm on 4 April 2012.

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