

## Experience Jurassic World in Imax 3D

 By [Daniel Dercksen](#) 11 Jun 2015

Jurassic World is here and offers an ultimate thrill for cinema-goers on Imax 3D screens in Gateway in Durban, The Grove in Pretoria and Cape Gate in Cape Town from Friday, 12 June. The film also releases in the brand new Imax at Ster-Kinekor Baywest Mall in Port Elizabeth from 18 June.

The Imax 3D release of Jurassic World has been digitally remastered into the image and sound quality of The Imax Experience using proprietary Imax DMR (Digital Remastering) technology. The crystal-clear images, coupled with Imax's customised theatre geometry and powerful digital audio, create a unique environment that will make audiences feel as if they are right there, in the park, with the dinosaurs!



A narrative successor to three-time Oscar winner Steven Spielberg's beloved original classic Jurassic Park, Jurassic World takes place 22 years after the fateful events on Isla Nublar. Jurassic World is the world's first truly international theme park, one that seamlessly combines the wonders of science and history with the creature comforts and luxury that international travellers have come to expect.

This new park is owned by the Masrani Global Corporation. After 10 years of operation and visitor rates declining, a new attraction is needed to re-spark visitors' interest, in order to fulfil a corporate mandate.



**Hybrid dinosaur**

Owen Grady (Chris Pratt), a member of the park's on-site staff, conducts behavioural research on a group of Velociraptors, known as Blue, Charlie, Delta and Echo. At the corporation's request, the park's geneticists create a hybrid dinosaur known as Indominus Rex (created from the DNA of Giganotosaurus, Rugops, Majungasaurus and Carnotaurus) in an effort to boost visitor attendance.

Claire Dearing (Bryce Dallas Howard) is the park's operations manager. Her nephews Zach (Nick Robinson) and Gray (Ty Simpkins), are visiting the island when the hybrid escapes and are subsequently caught up in the creature's deadly rampage.

It then becomes Owen's and Jurassic World's security team's responsibility to contain the hybrid dinosaur before she can cause any more damage.

"Jurassic World is almost like seeing Jurassic Park come true," says Spielberg "We wanted to fulfil this dream in Jurassic World: to have a truly working theme park that is devoted to this miracle of creating dinosaurs from DNA. This is the realisation of Michael Crichton's dream, which then transferred to John Hammond's dream. This, hopefully, becomes the dream that the audiences have always wanted to see."

Seeing Jurassic World on the Imax 3D screen promises audiences an immersive cinema experience like other.

For more information on Ster-Kinekor and Imax, download the Ster-Kinekor App on your smartphone for updates and to book tickets from your mobile. To find out what other promotions Ster-Kinekor has on offer go to [sterkinekor.mobi](http://sterkinekor.mobi). Follow [@sterkinekor](https://twitter.com/sterkinekor) on Twitter or Ster-Kinekor Theatres on Facebook. For queries, call Ticketline on 0861 Movies (668 437) or book at the box office.

**Two lucky Bizcommunity readers can win two tickets to see Jurassic World at the Imax Cape Ga on 12 June at 8pm. Send an email to with your name and contact details to [daniel@writingstudio.co.za](mailto:daniel@writingstudio.co.za) to enter**

#### ABOUT DANIEL DERCKSEN

Daniel Dercksen has been a contributor for Lifestyle since 2012. As the driving force behind the successful independent training initiative The Writing Studio and a published film and the journalist of 40 years, teaching workshops in creative writing, playwriting and screenwriting throughout South Africa and internationally the past 22 years. Visit [www.writingstudio.co.za](http://www.writingstudio.co.za) View my profile and articles...

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