



MJR Group LLC • 41000 Woodward Ave, Suite 135 East • Bloomfield Hills, MI 48304 • 1-248-548-8282

FOR IMMEDIATE RELEASE

MJR THEATRES EXPANDS LASER ULTRA, A STATE-OF-THE-ART LARGE SCREEN EXPERIENCE, TO MJR MARKETPLACE CINEMA IN MACOMB COUNTY

Bloomfield Hills, MI, June 27th – MJR Theatres is excited to announce that their new proprietary Premium Large-Screen Format (PLF) experience named Laser Ultra is expanding this summer to the MJR Marketplace Cinema in Sterling Heights. This completely remodeled, state-of-the-art auditorium will feature a massive wall-to-wall screen, Laser 4K projection system, Dolby Atmos® immersive sound, and zero gravity heated reclining chairs throughout. When combined, these features will provide the ultimate theatrical experience in sight, sound, and comfort.

Barco 4K Laser projection will offer a superior image, with exceptional brightness levels, an increased contrast ratio and vivid colors for a radically improved viewing experience. With Dolby Atmos® moviegoers will experience multi-dimensional sound and pinpoint clarity from speakers wrapping around the entire auditorium, including the ceiling, which collectively create an immersive soundscape that sounds closer to real life.

In addition, the Laser Ultra auditorium will also include two rows of VIP Seats, which feature premium heated reclining chairs, two convenient side tables, storage compartments for personal belongings, coat hooks, and a surrounding privacy enclosure designed to provide additional personal space and comfort.

“We are looking forward to bringing Laser Ultra to Macomb County. We first debuted this experience last year at our MJR Brighton Cinema and the feedback we've received has been tremendous,” said Joel Kincaid, VP of Operations for MJR Theatres. “Continuing our tradition of innovation, our newest Laser Ultra in Sterling Heights will be piloting a new concept, the ‘Premium Sofa Lounger,’ a heated loveseat recliner designed to enhance the viewing experience for those near the front of the auditorium and provide a unique product that doesn't exist in this market.”

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About MJR Theatres

MJR Theatres is a State-of-the-Art Multiplex Cinema Operator with ten Michigan locations and over 160 screens. For over 40 years, MJR has been committed to consistently delivering the ultimate movie-going experience, while providing superior customer service to guests throughout Metro-Detroit. As innovative leaders in the industry, MJR offers a wide-range of premium amenities including plush reclining chairs, a full-service Studio Bar & Lounge, The Epic Experience, Laser Ultra, and VIP Seats, a market-exclusive seating concept designed to bring privacy, convenience, and luxurious comfort to the theatrical experience.

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