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Manchester becomes latest UK city to open a state-of-the-art Dolby Cinema, at ODEON Trafford Centre

MANCHESTER, 11 September 2019 – Manchester film fans can enjoy the very best in cinema technology and luxury following the opening of the highly-anticipated Dolby Cinema™ at ODEON Trafford Centre. They now have the opportunity to experience films including *IT Chapter 2* in the stunning Dolby Cinema, creating an immersive environment and an unrivalled cinematic experience in the city.

A premium offering for film fans, [Dolby Cinema](#) delivers the total cinema experience designed from the ground up to provide the best sound, picture and environment for any movie. [Dolby Vision](#) brings a story alive, delivering a dramatically visual experience with astonishing brightness, incomparable contrast, and captivating colour unlike other cinema experiences. Studio grade [Dolby Atmos](#) transports audiences into a movie with breath-takingly realistic, moving audio that fills the room and flows all around you, putting audiences at the center of a story through lifelike depth, detail, and clarity.

Every element of Dolby Cinema is thoughtfully designed to help moviegoers make the journey from the ordinary world to the world of the movie they are watching. The auditorium design, in tandem with Dolby Vision and Dolby Atmos, creates an immersive environment like no other.

In the new Dolby Cinema, ODEON guests will also be able to relax and recline as the new auditorium has been completed with 160 handmade luxury reclining seats. ODEON's reclining seats provide guests with three times more leg room and the Dolby Cinema at ODEON Trafford Centre is currently the only one to offer the luxurious recliners providing extra comfort whilst enjoying the on-screen drama.

The Dolby Cinema at ODEON Trafford Centre is the third in the UK following the opening of screens at the iconic ODEON Luxe Leicester Square in December last year and ODEON Luxe Leeds Thorpe Park earlier in the spring. A Dolby Cinema in ODEON Luxe Birmingham Broadway Plaza is currently expected to be added later this year.

Dan Formby, General Manager of ODEON Trafford Centre said: “We’re very excited that ODEON Trafford Centre will be the first cinema in Manchester to offer the Dolby Cinema experience. With the added luxury of recliner seats, this is one of the very best ways to enjoy a movie. Our guests are in for a fantastic treat - there are so many great movies slated for release that will look and sound incredible in the Dolby Cinema.”

Julian Stanford, Senior Director Dolby Cinema Europe, added: “Bringing film fans across the UK, now including Manchester, a truly unrivalled cinematic experience gives us immense pride as more and more people are able to experience the magic of Dolby Cinema. Filmmakers are choosing Dolby Cinema to create a new generation of storytelling, and we are thrilled to deliver a breath-takingly immersive viewing experience to local moviegoers like they will have never experienced before. We can’t wait for Manchester film fans to be able to enjoy upcoming blockbusters like The Joker, Ad Astra and Star Wars in the stunning Dolby Cinema.”

For more information or to book tickets to ODEON Manchester Trafford Centre, visit www.odeon.co.uk.

Some of the highly anticipated films to be shown in the Dolby Cinema at ODEON Trafford Centre include: Downton Abbey (Sept 13) Ad Astra (Sept 20) The Joker (Oct 4) Frozen 2 (Nov 22) Star Wars: The Rise of Skywalker (Dec 19)

About Dolby Laboratories

[Dolby Laboratories](#) (NYSE: DLB) is based in San Francisco with offices in over 20 countries around the globe. Dolby transforms the science of sight and sound into spectacular experiences. Through innovative research and engineering, we create breakthrough experiences for billions of people worldwide through a collaborative ecosystem spanning artists, businesses, and consumers. The experiences people have – with Dolby [Cinema](#), Dolby [Vision](#), Dolby [Atmos](#), Dolby [Voice](#), Dolby [Dimension](#), and Dolby [Audio](#) – revolutionize entertainment and communications at the cinema, on the go, in the home, and at work.

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About ODEON

With more than 120 cinemas, over 950 screens and 87 years of cinema experience, ODEON is the largest cinema exhibitor across the UK & Ireland. ODEON prides itself in being the destination of choice for film lovers, with an ongoing commitment to investing in cutting edge technology and comfort which create the ultimate cinema experience – from luxury recliner seats, to immersive Dolby Cinema, IMAX and iSense screens with premium sight and sound, impeccable guest service and unique opportunities to watch screenings of 70mm prints at select sites.

With more than 5,700 colleagues employed across the UK & Ireland, ODEON has once again been placed number 25 in the Sunday Times Best Big Companies to Work For 2018 and named a Best Large Workplace in Ireland 2018.

ODEON is part of ODEON Cinemas Group, Europe's largest cinema operator, which hosts over 100m guests each year in more than 360 cinemas across 13 European countries. In 2016, our Group was acquired by AMC Theatres, creating the largest movie exhibition company in the world with over 1,000 theatres and 11,000 screens globally. For more information, visit: <http://www.ODEON.co.uk/about-us/>

