

Immediate Press Release

3D interactive shoot-out now available at Sentosa 4D Magix & CineBlast

Singapore, 21 July 2011 – Sentosa 4D Magix & CineBlast is proud to launch the All-New Desperados in 3D, which boasts the Old Western shoot-out game with an added dimension of excitement.

Built initially at S\$1.5 million and upgraded at a cost of S\$200,000 in June, the All-New Desperados in 3D now immerses players in an action-packed 3D adventure, made possible with the use of state-of-the-art digital projection that allows the audience to see bullets and objects fly off the screen with polarized glasses, and complete with a high definition screen and stereo surround sound.

“The need for 3D gaming is a natural progression and significant in this competitive landscape. There are specific 3D effects suitable for interactive games and this concept is relevant for Desperados in 3D. Visitors can expect a more spectacular experience as the picture quality produces crystal clear images that literally (or almost) leap off the screen,” said Dato’ Yogesvaran, Managing Director of Sentosa 4D Magix & CineBlast.

“Sentosa 4D Magix has been an invaluable partner, contributing to the variety of quality experiences for families and friends to play and bond together in the entertainment cluster at Imbiah Lookout,” said Mike Barclay, Chief Executive Officer, Sentosa Development Corporation. “This upgrade for Desperados is also in line with Sentosa’s overall plan to continually refresh all leisure offerings. Collectively, Sentosa and all our partners want to ensure the island remains competitive as a lifestyle destination and an integral player in Singapore’s tourism drive.”

The interactive shoot-out game was first launched in April 2009 and has since given as many as 300,000 visitors a chance to test their shooting skills on a high-definition screen while seated on a motion-based saddle seat.

A hit amongst families with children, the attraction allows guests to play sheriff in the dusty town of Wild West that is overrun by outlaws. The shoot-outs are conducted in a safe and controlled environment and do not require any prior training or minimum physical fitness standards. Fast trigger action is all visitors need to get rid of the dreaded bandits in the game!

Tickets for the All-New Desperados in 3D are priced at S\$14 per adult and S\$10 per child, and available at the attraction’s ticketing counter at Imbiah Lookout and all Sentosa ticketing counters.

In addition to the launch of the All-New Desperados in 3D, Sentosa 4D Magix & CineBlast also celebrated its fifth consecutive Asian Attractions Award; Sentosa 4D Magix – a 4-dimensional Pirates show – took the honours as the Most Popular Small Attraction in Asia at the recent International Association of Amusement Parks & Attractions’ (IAAPA) Asian Attractions Expo.

About Sentosa 4D Magix & CineBlast’s Desperados in 3D

Desperados is a two-year old attraction located in Sentosa, Imbiah Lookout, initially in 2D but now presenting an all-new interactive 3D shoot-out gaming experience with hand-held motion sensor guns while riding on a moving saddle.

Built at a cost of S\$1.5 million with yearly upgrades to keep up with technology advancement, it is the first 3D Shoot-Out Theatre in Singapore. With this recent upgrade at a cost of S\$200,000, Desperados in 3D

utilizes state-of-the-art digital projection system, that allows the audience to see bullets and objects fly right off the screen.

The 3D element brings a whole new experience to this interactive shoot-out game; testing the rider's sharp shooting abilities while dodging bandits! The rocking saddles and up-beat rhythms throughout the show gives the audience extra adrenaline boost while they score through the dusky town and ominous mines.

Sentosa 4D Magix and CineBlast has two other attractions on site as well; a 4-dimensional Pirates show starring Leslie Nielsen from Naked Gun and a 4-dimensional motion simulator ride, the Extreme Log Ride.

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