



## **Reel Cinemas, The Pointe**

With our strong competencies in delivering unprecedented entertainment experiences Emaar Entertainment LLC is further expanding the Reel Cinemas footprint through strategic partnership with Nakheel, for the first Dine-In Cinema with a five-screen luxury movie and entertainment center at The Pointe, Palm Jumeirah Boutique.

Planned to open by Q1 2017, Reel Cinemas at The Pointe will feature a movie theatre within a restaurant and will offer an exceptional new cinema experience with the latest advances in audio-visual technology, ergonomic seating and personalized service. The Dine-In Cinema will offer a delectable selection of culinary delights that will enhance the movie-going experience for all.

Reel Cinemas at The Pointe further adds on to the reputation of Emaar Entertainment, the operator of the country's busiest cineplexes, in redefining the cinema experience in the UAE, with assets including the largest flagship laser cineplex in the world.

Located at the tip of Palm Jumeirah across the bay from Atlantis The Palm, The Pointe spans 1.4 million square feet and will feature dazzling fountain shows, a 1.5 km promenade nearly 150 restaurants and retail outlets for seafront dining, shopping and socializing.

The Pointe will be accessible via The Palm Monorail, which is connected to the Dubai Tram and Dubai Metro, and by boat from Palm Jumeirah's growing number of resorts. There is also a car park with 1,600 spaces.

## **Emaar Entertainment LLC**