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GSC opens at Tropicana Mall

LOCAL moviegoers can look forward to another venue to watch their favourite movies – at the new GSC Tropicana City.



(from left) Mohd Ghazali, Tong, Koh and Chee flanked by Optimus Prime and Bumblebee at the launch.

The eight-screen cinema was opened recently on the second floor of the Tropicana City Mall. It can seat a total of 1,449 patrons, with an additional 16 spaces for wheelchair-bound patrons.

The largest screening hall, which can seat 374 people, also serves as an event venue for corporate functions and special events. Other halls can accommodate between 221 and 103 people each.

The disabled-friendly cinema will also incorporate a hydraulic lift to ensure easy access to the mezzanine floor for those in wheelchairs.

"We are excited about this cinema in the new Tropicana City Mall," said Golden Screens Cinema Sdn Bhd general manager Irving Chee. "We believe that this neighbourhood mall will be able to draw in the residents of the surrounding housing areas and that this new cinema will be able to complement the GSC in nearby 1 Utama."

Chee also gave the media a rare behind-the-scenes look at the projection room. He showed how the projectors worked, as well as how a film reel is loaded and played on the fully-automated machine.

He also showed how a combination of digital sound systems like Spectrum Recording Digital (SRD), Dolby Digital and Digital Theatre Sound all enabled movie audiences to experience movies in their original recording format.

The launch was later officiated by GSC chairman Gen (Rtd) Tan Sri Mohd Ghazali Seth, GSC chief executive officer Koh Mei Li and Tropicana Mall's Dijaya Corporation Bhd managing chairman Tong Kien



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The event also featured a special appearance by two Transformers – Optimus Prime and Bumblebee. Later, guests were invited to one of the cinema halls for an exclusive screening of the blockbuster hit Transformers: Revenge of the Fallen.

As part of the promotions in conjunction with the opening, patrons of the new cinema will enjoy a 'Buy 1 Free 1' and 'Buy 2 Free 1' vouchers and free can drinks with every purchase of GSC regular and large combos with F&N Coca-Cola drinks.

GSC Tropicana City patrons can also select and purchase tickets online. A 50-sen fee will be charged for every normal seat purchased through this system. – Anansa Jacob

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