



## BUSINESS

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# Emagine megaplex to open Monday in Royal Oak

Jaclyn Trop / The Detroit News

Moviegoers can sip a cocktail, enjoy wait staff service and sit in leather seats while watching the latest blockbusters when Emagine Theatre opens its luxury megaplex Monday in Royal Oak.

The 71,000-square-foot entertainment venue near 11 Mile and Main Street is the latest addition to a nationwide trend of cinema complexes beefing up their offerings to compete against other entertainment options, including the at-home movie experience fueled by Netflix and large-screen television sets.

Emagine features a 10-screen movie theater with digital projection, stadium seating and 16 lanes of bowling at Star Lanes.

"Our main goal is to have the best moviegoing experience in town, bar none," said Ruth Daniels, Emagine spokeswoman.

The theater is near the older Main Art Theatre — a Landmark Theatres facility that showcases independent and foreign-language films — and a few miles away from Birmingham 8 and Palladium 12 in Birmingham.

But the complex is likely to attract a wide demographic to Royal Oak and buoy the surrounding business district, said Farmington Hills-based retail consultant Ken Dalto.

The Royal Oak theater is the sixth location for Troy-based Emagine Entertainment Inc., which also has theaters in Rochester Hills, Novi, Canton, Woodhaven and Birch Run.

The new theater offers reserved seating and "motion seats" that move slightly to mimic the action on the silver screen. Those seats cost an additional \$8. Movie tickets cost \$5 for a matinee and \$9.75 for evening screenings.

Some seats are wider and offer more leg room than traditional movie house seats, Daniels said.

Emagine allows theatergoers to buy and display tickets on their smartphones.

"You have to find ways to single yourself out and make yourself known," Daniels said.

The bowling alley has a restaurant with a menu that includes salads, pizza and sliders.

It also has two private game rooms for functions or sit-down dinners.

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