



SCALING LIVE IMMERSIVE EXPERIENCES

HOW CJ GROUP USED KISWE CORE TO DELIVER
SYNCHRONIZED, LIVE BASEBALL GAMES AND CONCERTS
TO MOVIE THEATERS AROUND THE WORLD



Expanding the Theater into the Streaming Era

In the rapidly evolving world of streaming and immersive entertainment, global cinema leader CJ 4DPLEX is transforming how audiences experience live content. As part of CJ Group, one of South Korea's largest conglomerates, CJ 4DPLEX operates more than 4,000 screens globally. Known for pushing the boundaries of cinematic technology, the company partnered with Kiswe to find ways to merge the thrill of live events with the immersive environment of movie theaters. Utilizing Kiswe Core to power the distribution, CJ 4DPLEX launched SCREENX, a revolutionary 270-degree panoramic viewing format powered by Kiswe's digital distribution platform.

CJ 4DPLEX's goal was ambitious: to turn its theaters into live event venues capable of streaming live concerts, sports, and cultural experiences. But delivering that level of content required more than standard projection. The company needed a platform that could manage ultra low-latency 4K video, synchronize multiple camera feeds, and scale to hundreds of cinema locations around the world. Reliability, flexibility, and broadcast-grade quality were non-negotiable.

To meet these demands, CJ 4DPLEX turned to Kiswe. The decision came down to performance and trust. The Kiswe Core product provides global reach with near-instant distribution, enterprise-level reliability, and the ability to synchronize multiple feeds to the frame. It integrates smoothly into existing production workflows and allows custom layouts and overlays for each event. For CJ CGV, these capabilities meant maintaining its reputation for technological excellence while entering the new era of cinematic streaming.



Bringing SCREENX to Life

Developed by CJ 4DPLEX, SCREENX is an innovative multi-projection format that extends the viewing field across the front and side walls of a theater. With Kiswe Core powering the streams, CJ 4DPLEX was able to utilize this new format to distribute live content to hundreds of SCREENX theaters simultaneously.

During the 2025 Shinhan SOL Bank KBO Korean Series, audiences watched the baseball action unfold on the center screen while the side walls displayed roaring fans and cheer squads, creating the energy of a live stadium inside the theater. For music lovers, DAY6's 10th Anniversary Tour "The DECADE" live concert brought thousands together in CGV. These experiences demonstrated how Kiswe Core enables truly synchronized, high-quality global streaming at scale.



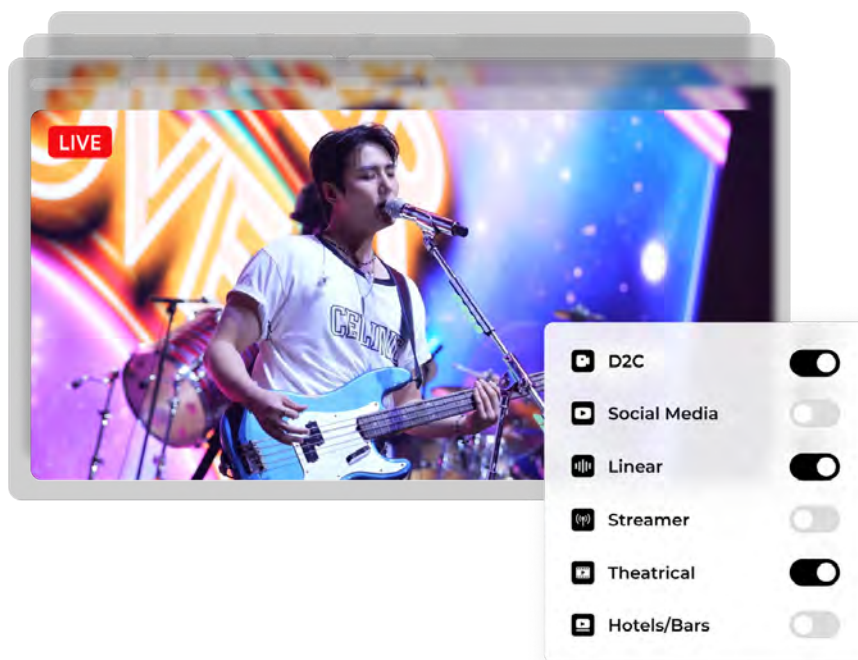
Inside the Technology: Kiswe Core Behind the Scenes

Beneath every SCREENX livestream event is Kiswe Core, the streaming engine designed to handle everything from single-source broadcasts to multi-camera events. From live concerts to championship baseball games, Kiswe Core gives CJ 4DPLEX the flexibility to bring any live broadcast directly to fans across its network of theaters.

In some cases, Kiswe Core receives a single high-quality SRT (Secure Reliable Transport) source feed, processes it in the cloud, and then delivers it simultaneously to any number of CJ 4DPLEX theaters. With scalable global distribution over SRT and HLS protocols, each location receives a perfectly synchronized, ultra-low latency 4K stream.

In other scenarios, Kiswe Core manages multiple live camera feeds, commentary tracks, and a fully produced broadcast stream. The system automatically synchronizes and combines all these sources in real time, aligning every frame so that the final output plays flawlessly across SCREENX's panoramic displays. Operators can mix, switch, or add overlays on the fly, while Kiswe's intuitive dashboard provides full visibility into stream quality, redundancy, and performance.

Whether it's a single live feed or a multi-camera global production, Kiswe Core ensures every frame arrives perfectly in sync across every screen. The result is a seamless, high-impact experience that turns theaters into connected venues for live, shared entertainment.



A New Model for Streaming and Cinema

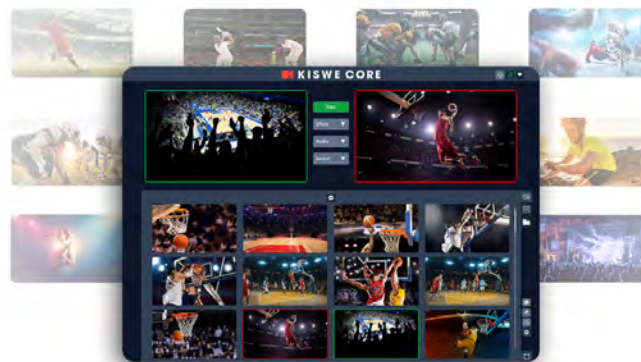
CJ 4DPLEX's adoption of Kiswe Core illustrates how streaming technology is converging with traditional cinema. The same infrastructure that powers OTT platforms and live broadcasts can now bring live events to the big screen, creating a shared social experience that pure online streaming can't match. Theaters become interactive broadcast venues, capable of hosting sports finals, live concerts, esports tournaments, and even global product launches, each delivered in 4K, synchronized and scalable.

This hybrid approach signals the next phase of media distribution: immersive, connected, and cloud-driven. With Kiswe Core, CJ 4DPLEX has turned its theaters into nodes of a worldwide streaming network, delivering content that unites audiences across continents.

"To deliver the revolutionary SCREENX experience, we needed a partner who could manage ultra low-latency 4K video and ensure reliable synchronization across our global network of theaters," said David Song, Head of the Original Content Production Team at CJ Group. "Kiswe Core is more than a technology platform. It was the engine that transformed our ambitious vision into reality, allowing us to redefine the shared social experience of live cinematic events."

See Kiswe Core in Action

Kiswe Core is built for media networks, broadcasters, and entertainment brands that want to scale their streaming distribution operations with cinematic precision. Whether you're planning to build live, hybrid experiences across a global network of venues or a content owner that needs to streamline their digital distribution process across broadcast, streaming, and social, Kiswe Core gives you the tools to manage and deliver it flawlessly.



Request a demo of Kiswe Core

Let's build the next generation of immersive streaming experiences together.