

THE IMAX[®] EXPERIENCE[®]

In an IMAX[®] theatre, everything from the movie itself to the theatre's technology and design has been developed and customized to make you believe you're part of the action.



How the Filmmaker Intended the Movie to be Experienced:

IMAX works closely with filmmakers to present their movies at their best, by providing them with IMAX's extremely high-resolution cameras or in a post-production enhancement process called IMAX DMR[®], which delivers breathtaking images and superior sound.



The Most Realistic 3D Experience:

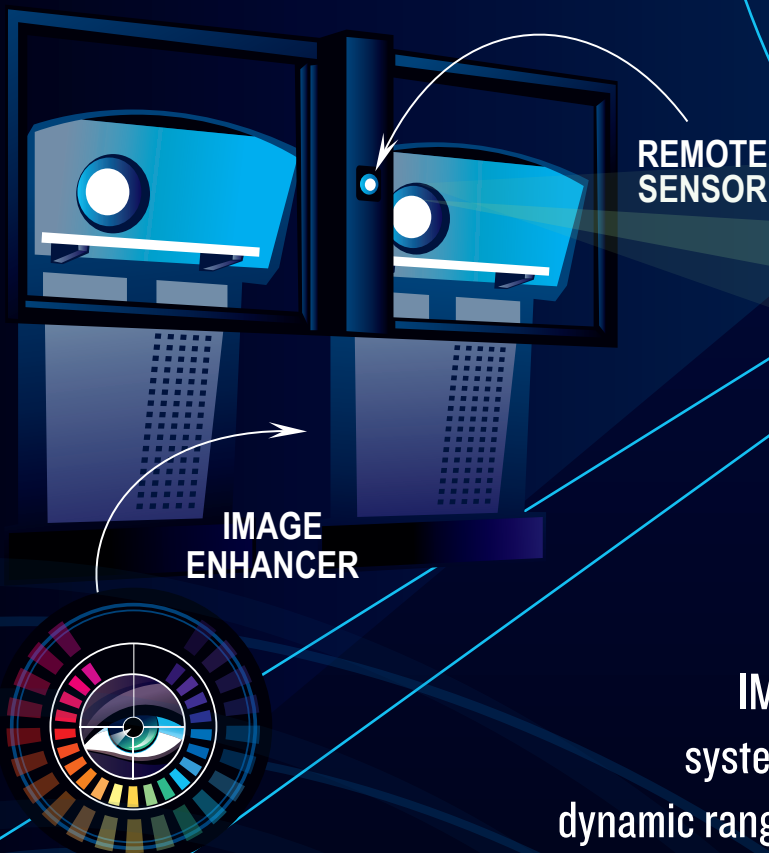
IMAX[®] 3D delivers images of unsurpassed brightness and clarity by using a set of two projectors that sends two separate images (left eye and right eye) simultaneously onto a more reflective screen, providing the most realistic and in-your-face 3D experience available.



L&R

Mind-Blowing Images:

IMAX's state-of-the-art projection systems deliver crystal-clear, lifelike images that create a visual experience so real – whether 2D or 3D – it will take your breath away. Each system also features a proprietary built-in remote sensor that monitors the screen as if it were the audience's eyes and makes real-time adjustments to ensure the system is always delivering the best possible image.



REMOTE SENSOR

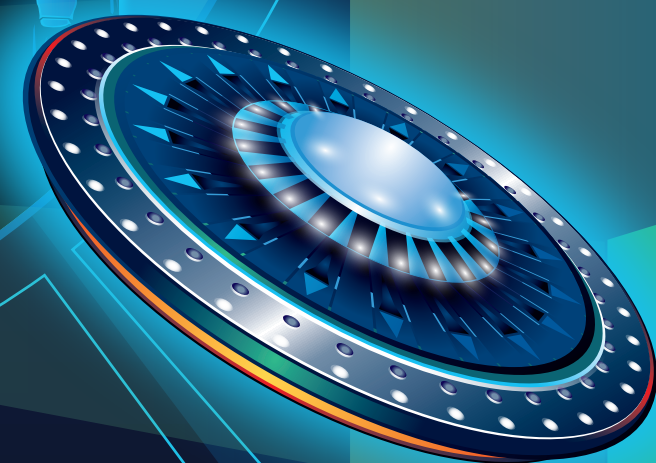
IMAGE ENHANCER

IMAX[®]



Total Immersion:

IMAX's custom theatre design creates a more immersive viewing and listening environment through better soundproofing and more effective speaker placement, as well as by engineering the room's shape and seating layout around the legendary IMAX[®] screen to bring you closer to the action.



IMAX[®] FIELD OF VIEW

STANDARD FIELD OF VIEW

WALL TO WALL CURVED SCREEN

Earth-Shattering Sound:

IMAX's custom, patented surround-sound system delivers the ultimate in power, 10x the dynamic range and laser precision for a truly visceral experience you can feel no matter where you're seated. IMAX uses a proprietary microphone system that performs daily tuning calibrations to ensure the sound you hear is always perfectly tuned.



The Best Presentation, Every Time:

IMAX's Network Operations Centre runs 24x7x365, monitoring every IMAX[®] theatre around the globe to ensure each system is always running optimally. By collecting and analyzing thousands of points of data real-time, we can detect and correct potential issues before they occur.



NOW PLAYING

Whether the world's biggest blockbusters or breathtaking documentaries, IMAX is extremely selective about the films we choose – ones that fans will show up to see at midnight; films that make people say, "now that is something I'll have to see in IMAX."

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