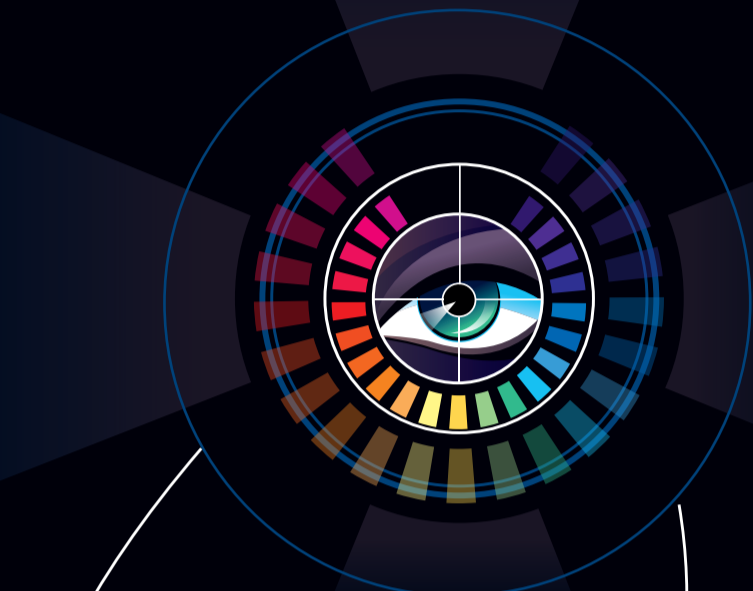


IMAX® PICTURE: SO REAL YOU'LL FORGET IT'S A MOVIE

Picture Perfect:

You're not the only one watching the movie. IMAX's projection systems feature a proprietary built-in remote sensor that monitor the screen as if it were the audience's eyes and make real-time adjustments to ensure the system is always delivering the best possible image.



Remote Sensor



Image Enhancer

IMAX's
state-of-the-art
projection systems deliver
lifelike, crystal-clear images to create
a visual experience so real you'll forget
you're watching a movie.

Mind-Blowing Images:

In an IMAX® theatre, it's like you're watching a different movie. Combining IMAX's Digital Re-mastering (DMR®) enhancement process, which enhances hundreds of details in virtually every frame of the movie, with IMAX's proprietary dual projection system, results in images of unsurpassed quality with approximately 60% more brightness and 40% greater contrast than you'll find anywhere else.

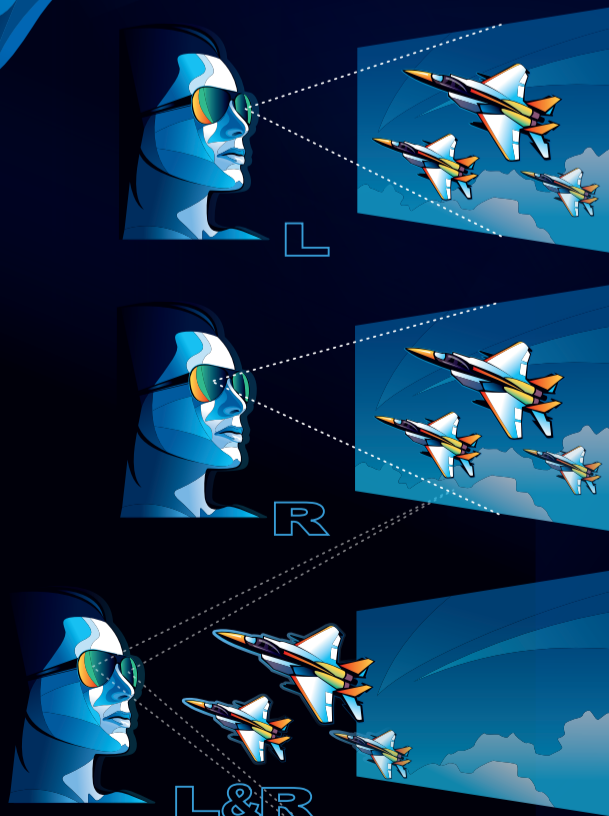
IMAX®

STANDARD



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.

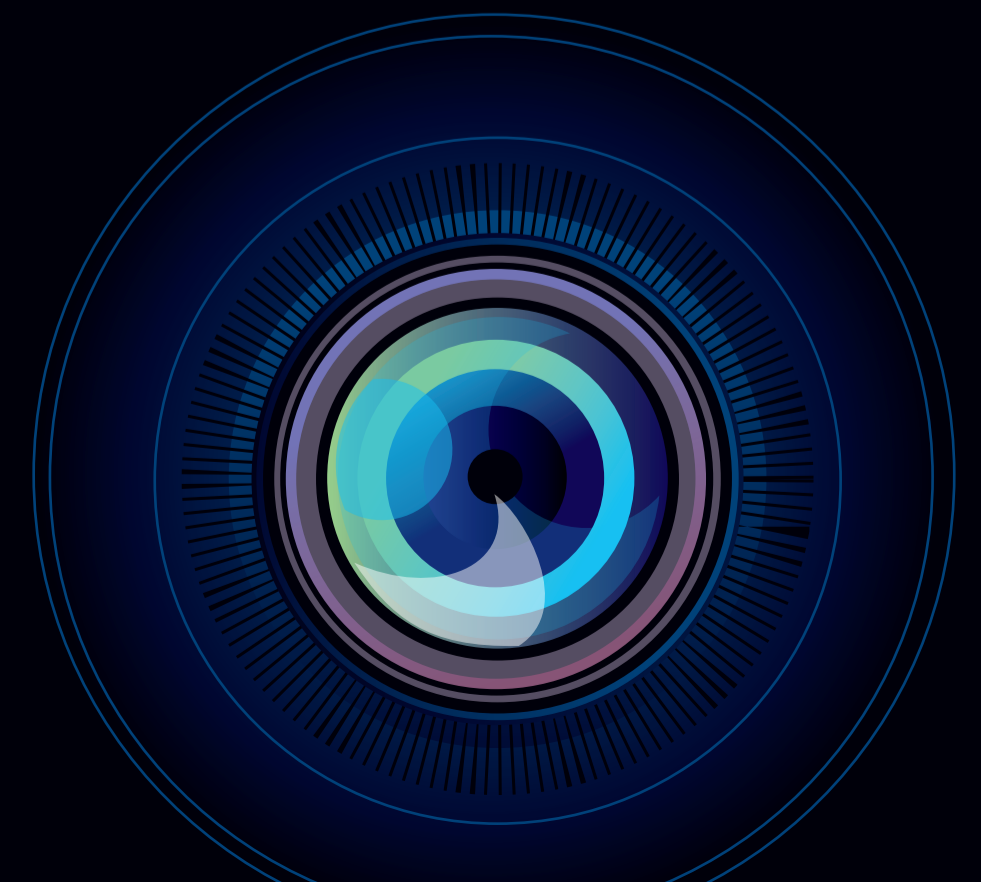


The Most Realistic 3D Experience:

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

A Truly Customized Experience:

IMAX designs every IMAX® projection system and screen for each individual theatre. In fact, IMAX engineers spend nearly a year to custom-design and develop each projector lens.



IMAX®

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