

# IMAX<sup>®</sup>

## GLOBAL UPDATE

Vol. 09 May 26, 2020

Good Afternoon, Good Morning, or Good Evening, depending on your timezone! It's great to be back.

This past week brought several more fantastic examples of our own thought leadership that we couldn't wait to share - especially regarding our important educational, independent and institutional theatre community. **We're also continuing to read a number of great stories about people's favorite moments from the movie theatre - What's yours?**

Email [comms@imax.com](mailto:comms@imax.com) now with your thoughts or any other ideas you have for the IMAX Global Update.

Enjoy!

### HELPING PBS AT SAN QUENTIN



Recently, PBS began a project to provide films for people in prison at San Quentin. After PBS approached IMAX to help, we offered a collection of films toward the effort. Thank you to Sandra Itkoff, Bridgette Ingram and Steven Snow out of Playa Vista for making this interesting opportunity to assist PBS and the State of California a reality.

### PROVIDING MORE TOOLS FOR OUR PARTNERS



IMAX recently hosted a webinar for our global educational and independent theatres that drew a crowd of more than 100 people from St. Louis and Stockholm to León and London. Participants shared tools and best practices to help prepare for re-opening theatres, kicking off an interactive series that IMAX will continue to host as more updates come in.

### BEHIND THE SCENES



Rich participated in an appropriately socially distanced interview for *The Wall Street Journal* last week from his home in Long Island. The piece will become part of a documentary the Journal is creating as a follow up to their March article, *The Month Coronavirus Felled American Business*.

### THOUGHT LEADERSHIP IN LATAM

MAYO 19, 2020

**Uniendo a LATAM:**  
Foro de Actualización de la Industria  
Vol. 8



comscore

Last week, our own Samuel de Castro Abeger, from Marketing out of Playa Vista, participated in a [Comscore panel discussion](#) regarding the LATAM film industry. The conversation covered a number of topics, including a focus on what re-openings will look like in the region.

### ICYMI!

# Forbes

## The Rebirth Of 70mm: The IMAX Interview

*Forbes* recently published a great [interview with Bruce Markoe](#), with the author capping off the discussion with: "So to those that are happy to let the latest films come straight to them at home, this is what we're all missing; incredible pictures and phenomenal sound. I can't wait until I can get back into a cinema and see Christopher Nolan's *Tenet* as soon as I can. And hopefully, I'll get a chance to see it in his favored format: IMAX 15/70mm."



10 More Documentaries  
That Will Spark Your  
Creativity

The design firm IDEO recently published a piece highlighting their favorite documentaries - framed around the power of the IMAX experience. Check out the [article](#) to see the shoutout and for some great documentary recommendations as well!



The Guardian recently published a [fantastic roundup](#) of film-makers and critics speaking on their most thrilling memories from the movie theatre. Check it out for quotes and stories from Mike Leigh, Tilda Swinton, Steve McQueen, Emma Thompson and many, many more.

**That's all for today! Thank you again for reading. See you next time.**

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We love (and still need) feedback! Email [comms@imax.com](mailto:comms@imax.com) with any ideas, comments, or questions.

If you have a question directly for IMAX Leadership, submit it on the [Ask a Leader](#) platform on IMAX Source.

And, you can recognize someone's work specifically through our [Achievers](#) platform.

Visit the [IMAX People Site](#) for information related to our business, your safety, health and wellbeing as well as resources to help you deal with the personal impact of COVID-19.

*Optum* also has a number of resources available to IMAX employees, including a 24/7 emotional support [Public Crisis Line](#) and other free resources, articles and tools to help you and your family cope with a public health event. Register or sign in as Guest with the code "imax".

