

IMAX[™]

GLOBAL UPDATE

Vol. 12 June 30, 2020

Welcome back! We're thrilled to welcome two esteemed guest authors to today's newsletter who will kick us off with a note on our recent announcement with Hulu. Without further ado, here's David & Patricia Keighley...

Hulu Extends the Dream!

The Dream is Alive has been seen by millions of IMAX theatre goers over the last, almost 40 years. It even inspired a few of those fans to become Astronauts!

Obviously, a masterful film experience to inspire young people to venture into space.

Expanding our audiences today in new and compelling ways is a challenge. Can a 40-year old movie do that? Well, it has.

IMAX captured the images for The Dream is Alive and another 7 of our space films in the highest resolution ever invented. Even to this day, nothing surpasses the 18K resolution of IMAX film capture.

That origination is, in part, why the Hulu streaming of our films to new generations watching on high-brightness televisions is truly a thing you must see to believe.

Patricia and I were completely blown away by the quality of the Hulu stream of IMAX documentary titles. Detail and color saturation are apparent that haven't been seen before.

And, this is just the beginning of the adventure. We have yet to make the HDR version of these films and Hulu is only transmitting them in 2K.

Now, don't misinterpret my words. The theatrical IMAX experience is still far more immersive and better sound than you can achieve at home. But new home displays can offer an engaging experience and reach more, little future astronauts than we could have ever imagined.

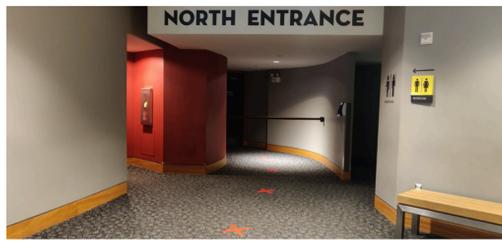
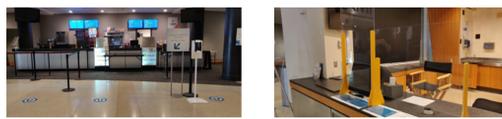
Hope you can take some time to tune in Hulu - you'll be glad you did. Gather the kids around and maybe they will be inspired to go to Mars.

Watch the cool terraforming Mars sequence, in Destiny In Space, together. We may have to move there some day.

Regards
David & Patricia

Have an idea for next week? Send it to comms@imax.com today! Now read on!

RE-OPENING INDIANA'S BIGGEST SCREEN



Recently, the IMAX Theatre at the Indiana State Museum, the state's biggest screen, took steps to re-open with new social distancing measures. The above shows just how that specific institutional partner is doing it, including shots of the entrance ramp (top), concessions (middle left), box office (middle right) and the theatre entrance (bottom). While different theatres will of course look different, this gives you a great sense of how the earliest re-openings could look. You can also check out our statement on theatre health and safety precautions [here](#).

WHAT'S PLAYING?



Many of us are curious about what will play on IMAX screens when theatres re-open. While updates are ongoing, more and more examples are coming in from international markets, like in Japan where Grand Cinema Sunshine will soon re-play "The Dark Knight" and in Korea where they're advertising the exciting IMAX release of "Peninsula" (otherwise known as "Train to Busan 2"), one of the first new local language releases coming to IMAX screens in international markets.

ICYMI!



The Cut recently published a wonderful series from photographer Devin Doyle on drive-in theatres in America. Check out the photos for yourself [here](#) - and learn about Tribeca Drive-In [here](#). IMAX's partnership with Tribeca to bring the big screen to America's backyard this summer.



In keeping with the nostalgia theme here, [check out](#) Matt Alt's piece about the Walkman 40 years after its invention (which naturally includes a fun mention of "Guardians of the Galaxy").

Thank you all for reading today's Global Update! Send your ideas this way and see you next time.

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Please email comms@imax.com with any ideas, comments, or questions today!

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".

