

IMAX[™]

GLOBAL UPDATE

Vol. 13 July 7, 2020

Hi Readers, sharing a big THANK YOU to all those sending us feedback and stories. It's wonderful to read them and lets us know when we're hitting the right notes.

But we need more! To keep things fresh, we need your stories and ideas, from all across the company, whether it's a story about how your team Transcended the Ordinary, an anecdote from your current WFH setup, or an interesting piece of content that you think your coworkers would benefit from. Email comms@imax.com so we can figure out how to share what's on your mind.

Here's the latest collection of stories from each of you in today's update!

TRIBECA DRIVE-IN OPENING NIGHT



The Tribeca Drive-In is rolling, with the above photo taken from a SOLD OUT opening night showing of "Jaws" at the [Rose Bowl](#). A hugely exciting moment for all those involved, including IMAX as a lead partner in the initiative. Learn more [here](#).

IMAX CLIENT SUMMIT



IMAX hosted another virtual Theatre Summit for clients looking to discuss the latest information on re-openings, including marketing, the film slate, special projects and more. A shout out to everyone from IMAX who provided updates and helped answer important questions about the road ahead!

IMAX ENHANCED MINDSHARE GROWS



On the heels of a recent announcement about the availability of IMAX Enhanced on Tencent Video in China, *Sina*, a major outlet there, published a [comprehensive review](#) of IMAX Enhanced on the platform. The piece also serves as a guide for building the experience from the ground up at home, from equipment to design and more. A great, local review for a crucial audience as the IMAX Enhanced footprint continues to expand!

FREE TIME IN THE SUNSHINE



Tracey Jensen (Office Manager & Executive Assistant, IMAX Dublin) has balanced her time while working from home by taking advantage of the blue skies and sunshine the outdoors of Ireland has provided these past months. A recent outing with her dogs, Daisy and Cooper, was to the Hill of Tara, an ancient ceremonial and burial site near Skryne in County Meath. According to tradition, it was the inauguration place and seat of the High Kings of Ireland, and it also appears in Irish mythology. You can see 16 of the 32 counties of Ireland from the hill. She has also spent a lot of time gardening and with her other pets.

ICYMI!

DEADLINE

This week, Deadline published, [Seven Conversations About Race, Inequality & Black Lives Matter With Those At The Heart Of The UK Industry](#), including interviews with actor David Harewood, director Asif Kapadia, BFI CEO Ben Roberts, 42 co-founder Kate Buckley, British Blacklist founder Akua Gyamfi, journalist Kaleem Aftab and an anonymous BAFTA-winning producer. Read it today.



Have you ever pondered how Garth Algar relates to generational malaise or consumerism? If so (or if this has just piqued your interest), *The New York Times* critic-at-large Amanda Hess has just the [Wayne's World retrospective](#) for you.

That's it for this Tuesday. 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".

