

IMAX[™]

GLOBAL UPDATE

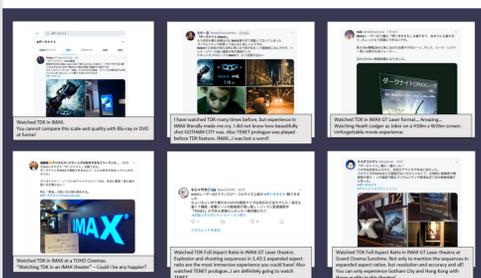
Vol. 14 July 21, 2020

Hi Readers, we're glad to have you back. We want to start today's newsletter with an overdue shout out to the IMAX Global Sales Team, headed up by Giovanni Dolci. Over the last few months, our IMAX sales extraordinaries have managed to close on well over 20 theatre deals, including our two biggest deals to date with two key international partners, [CGV](#) and [Wanda](#) - all while nearly every theatre was closed due to the pandemic.

A definite signal to the value of the IMAX brand as theatres look to reopen and to the prowess of our sales team, who have been able to continue closing sizable deals in the face of unprecedented circumstances.

Now, keep scrolling for more, and send comms@imax.com your ideas for next week :)

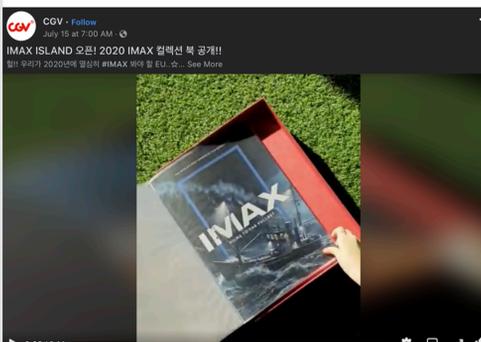
MOVIEGOERS RETURN & REACT



We mentioned before that "The Dark Knight" trilogy would be some of the first films to welcome moviegoers back to theatres in international markets. So, how are fans reacting? As you can see from its recent re-release in Japan, they are thrilled to see some of their favorite movies back on IMAX screens. While re-openings are not a linear process, it's great to see people enjoying the experience once again.

Have your own story about someone's experience at the movie theatre in a market that's open? Let us know!

LATEST INDUSTRY MARKETING AT-A-GLANCE



Different players from across the industry are engaging in a number of marketing efforts as people return to theatres internationally. For example, CGV launched two new marketing campaigns to help reinvigorate and strengthen the IMAX brand and business, including an [IMAX Loyalty Program Incentive](#) and a [Premium Gift](#) for faithful IMAX fans who earned it from 2019. The UK Cinema Association also recently created two new [PSAs](#) for moviegoers to understand what their experience at the theatre will be like when they return. That's far from an exhaustive roundup, so stay tuned for more as the weeks go on.

HOW-TO: BUILD YOUR OWN PING PONG TABLE



Here's a project for you from Hugo Lai, Specialist, Supplier Quality, out of Sheridan Park, who recently completed his own Ping Pong Table from home:

1. Order two 4 x 8 foot plain 5/8 inch MDF boards
2. Cut to 60 inches for the official width
3. Add 6 inches to increase the length on each panel
4. Sand all joints and rough edges
5. Use 'As-Is' paint (and if available, enlist help)
6. Paint lines and edges
7. Order and attach simple folding table legs

And there you have it! Your very own regulation size 5 x 9 foot table. Estimated time from prep to finale: 48 hours.

UN-LEASH THE POWER OF IMAX



Olivia Hill, from Exhibitor Marketing in Playa Vista, has enlisted this new work-from-home partner - who has been busy closing deals of their own, selling the ultimate immersive viewing experience.

ICYMI!



You've likely heard about the release of "Peninsula" across several international markets these past few days, but if not, check out its coverage in [Deadline](#), [Forbes](#), and more, as well as in an exciting edition of the infamous Weekend Box Office Round-Up by David King.



[Brie Larson](#), aka "Captain Marvel", recently joined Hot Ones - an online interview show where the subject eats progressively hotter chicken or cauliflower wings. Another great episode of the very, very funny show (see Paul Rudd's [episode](#) for more).

Thank you again for reading. Enjoy your Tuesday and week!

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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".

