

# IMAX GLOBAL UPDATE

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Hi readers, the summer marches on this week as each of us wrestle with eclipsed spring assumptions and hopes for further normalcy in the weeks and months ahead. There continue to be positive signs everywhere however, and so long as you don't get too bogged down on your timeline, you'll find that there are new and exciting turns of events happening every day - be it virtual or IRL.

Take just the environmental and animal news this week, for example, from coral reefs in Hawaii to tigers in India to turtles in Greece and more. Not to mention continued promising Box Office updates from our industry. But, when uncovering good news isn't helpful, you can always scream into Iceland online to relieve some stress (seriously).

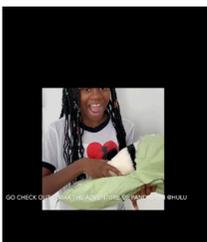
How are you de-stressing these days? Let us know at [comms@imax.com](mailto:comms@imax.com). Now check out more below.

## QUESTION: FAVORITE EXPANDED SCENE?



"Black Widow" has picked up some new media interest around the 30 minutes of content it has with IMAX's expanded aspect ratio. What's your favorite movie sequence featuring IMAX's expanded aspect ratio?

## SUMMER OF IMAX ON HULU CONTINUES



thebaileyraeshow (Ad) It's the perfect day to watch @imax The Panda Adventure on @hulu  
It's Bailey Rae, your favorite little unboxer! Unboxing of a surprise from @imax and China for the epic documentary on @hulu narrated by @kristenanniebell, The Panda Adventure! Go watch it on @hulu! I know you totally agree that pandas are adorable and I am honored to official adopt a panda with @wwf! Thank you!! #imaxpartner #hulupartner #unboxingvideo #thepandasadventure #paidpartnership #kidsthatblog #imaxdocumentary #paidpartnership #thankful #pandasofinstagram #pandas #happyfeelings

In June, IMAX announced that several of our award-winning documentaries would be available to Hulu subscribers in the U.S. this summer – and the excitement had only just begun! Last month, we coordinated a Facebook Live event with Boys' Life Magazine and the Boy Scouts of America, featuring Terry Virts, to promote "A Beautiful Planet". IMAX also secured several un-packing videos of specialty tailored boxes that included a panda adoption kit from the WWF to promote "Pandas," and "China: The Panda Adventure" – check out one fun example @thebaileyraeshow.

## IMAX WORKFLOW



Recently, Rich joined New York Stock Exchange Vice Chairman Betty Liu to talk about how IMAX has adapted to the COVID-19 pandemic. Check it out for a discussion on our workplace, leadership and more!

## TENET

T E N E T



SHOT ON IMAX® FILM  
EXPERIENCE MORE PICTURE. ONLY IN IMAX  
ONLY IN THEATRES

IMAX continues to promote the coming release of TENET, with new posts across Twitter, Facebook and Instagram. Check them out today and make sure to follow all our channels for the latest on how we're positioning this vitally important film.

## ICYMI!



Did Star Wars get every title wrong? This fan thought so and honestly it's hard to disagree.



In the world of live, communal events, the XFL holds a special place in the realm of "WOAH". This week, Dwayne "The Rock" Johnson along with his ex-wife and a sports management company agreed to buy the league.



Nike's new ad is a must watch. Thrills, chills, social responsibility messaging! It has it all, and provides a good case study in how one major global brand is handling marketing during the pandemic.

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

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Please email [comms@imax.com](mailto: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](https://www.imax.com/PeopleSite) 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](https://www.optum.com/Health-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".

