

IMAX GLOBAL UPDATE

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Hi all, it's nice to have you back.

In busy times like this, it's great that many of us are real IMAX fans. That's not to say you can't be a "fan" of anywhere you work, but we think there's something special about being at a company that can provide you personally with powerful, memorable experiences. To that point, last week we asked you what your favorite movie sequences were featuring IMAX's expanded aspect ratio - and you did NOT disappoint!

Read some of your responses below, and remember to email us at comms@imax.com with your thoughts for our next edition. Onward and upward!

ANSWERS: FAVORITE EXPANDED SCENE



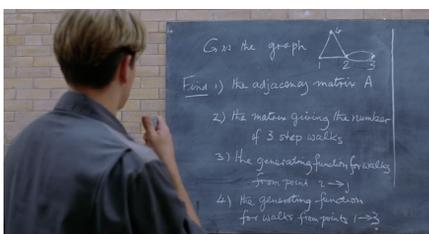
- "...My favourite demonstration of the expanded field of view of IMAX comes from the first 30 seconds of *North of Superior*...I was 14 years old when the Cinesphere opened in 1971...10 seconds into the movie, the black mask disappeared and the whole screen was filled with image. Suddenly, I felt like I was in that airplane, obviously flying very low over the water. Another 20 seconds and the airplane rolls left to turn...and I felt like the world was rotating around me as the plane banked into that turn. This was a really dramatic demonstration of how IMAX could make you feel like you were really there, in the scene, not passively watching it from a distance. It is so effective because that first shot demonstrates the difference of IMAX within the same theatre, within the same shot. That was 49 years ago, and I still remember it." - David Martindale, Sr. Scientist, Image Hardware Technology, Sheridan Park [BONUS: The image above from last week, and several marketing materials that you may see often, are actually pulled from this film!]
- "I remember my first IMAX screening of *Tron: Legacy* ten years ago. About 24 minutes into the film, the protagonist, Sam Flynn, enters the world of The Grid for the first time. When the film cuts to a POV shot from Sam's perspective, the aspect ratio suddenly shifts from 2.39:1 to a full IMAX frame (and from 2D to 3D!) The result was overwhelming, helping me connect with the simultaneous joy and terror that the character was experiencing at that moment. From then on, much of the film is in EAR, including the jaw-dropping light cycle battle. *Tron: Legacy* has become one of my favorite movies, but I don't think its stunningly beautiful visuals would have made such an impact on me if it wasn't for the use of the full IMAX frame." - Graham Greenlee, Digital Trailers Coordinator, Playa Vista
- "My favorite Expanded Aspect Ratio scene would have to be the 'Night Window' sequence in *1917*. When Schofield is just running through all that destruction, where the light was your enemy and the darkness your friend. It felt like the filmmakers were painting with light. And the score that plays as well in the background gives me chills every time I watched it." - Russell Sepida, Digital Coordinator, Post, Playa Vista

SUPERPOWER DOGS



Last week, IMAX helped set up broadcast interviews to promote our film 'Superpower Dogs' on Hulu with Judy Fridono, the handler for surf dog Ricochet in the film! It was a fun way to continue drumming up interest in our offering on the platform, especially in local markets.

TEST YOUR IMAX KNOWLEDGE



Here's two IMAX trivia questions for you:

1. What popular early 2000s paleontologist gets excited at the prospect of seeing a (made-up) IMAX film?
2. What cult favorite show about West Coast hipsters twice mentioned IMAX during its run?

First one to answer both at comms@imax.com gets a shout out next week.

ICYM!!



Here's a change of pace, and although outside our industry, many of us can appreciate a good design roundup - The New Yorker recently covered the new "maximalism" percolating in design articles recently, in contrast to the minimalism we're all so accustomed to seeing from retailers today. An interesting, quick read with lots of fun photos linked.



Keeping with the design story above, check out the LA Times' recent profile of Maurice Harris, a visual artist and the founder of Bloom & Plume who was recently a floral designer on Beyoncé's new visual album, "Black Is King." Worth a read with wonderful quotes from Maurice himself.

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".

