

IMAX GLOBAL UPDATE

Vol. 20 September 1, 2020

Welcome back to the Global Update! Here we are in September, and as many of us hoped and expected, we are firing on all cylinders. From *The Eight Hundred* to *TENET*, IMAX has been making headlines for bringing an incredible experience to moviegoers who've been stuck at home for months (see [Forbes](#), [Deadline](#), and [Variety](#), just to name a few).

But IMAX isn't just an abstract brand, it's a collection of unique, creative, driven individuals who've chosen to work together to bring something truly special to real people all around the world. During this period of continued uncertainty, it's great to know that all of us share in that vision (and, it's great to see it come to fruition through some major new blockbusters).

Now, read on, and remember to submit your ideas and stories to comms@imax.com.

MAJOR SOCIAL SUPPORT FOR CINEMA



If you haven't seen them yet, check out [Chance The Rapper](#) and [Tom Cruise's](#) recent posts (the latter from the BFI!) on going back to the movies - awesome shout outs that will definitely get you excited to be back when it's safe in your area!

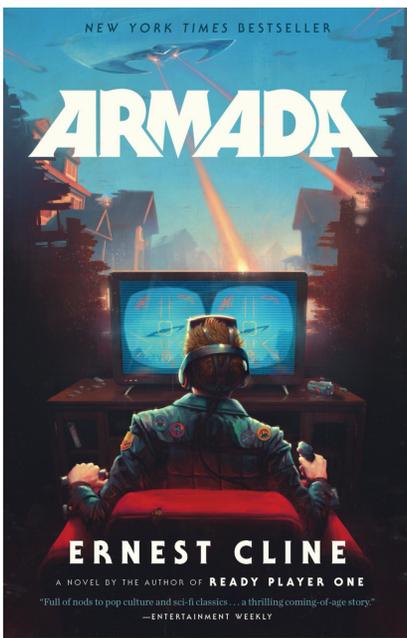
PS: Curious about where *TENET* is playing in 70mm and in the U.S.? Check out [IndieWire's](#) recent piece on just that [here](#).

IMAX ON THE LI JING SHOW



Guan Hu, the director of *The Eight Hundred*, and his wife, a Producer of the film, recently went on one of the most popular talk shows in China - The Li Jing Show - to talk about the use of IMAX cameras in shooting the film. A great interview on a very high-profile program, the conversation no doubt helped to continue positioning our leadership in filmmaking.

IMAX TRIVIA: SOLVED



We thought we had a tough one last week: What book compares a defense system to IMAX? Here's a hint, the author is also from the writer behind a separate 2018 sci-fi/nostalgia-heavy IMAX hit.

David King, from Distribution and Development in London, showed us up almost immediately, answering correctly with: *Armada* by Ernest Cline. Nice (quick) work, David!

Have an IMAX-related trivia question? Kick it over to comms@imax.com.

EVEN MORE DOGS OF IMAX



Kevin Delaney, from Finance in New York, sent along a photo of his dog Molly - and we couldn't wait to share it here! Thank you Kevin!

ICYMI!



We cannot get enough Tiny Desk ("Home) Concerts. H/T to Alice Casbara, from Marketing in Playa Vista, for recommending Billie Eilish - [check it out!](#)



Food for thought from *The Atlantic* this week with their piece, [Mask Up and Shut Up](#). Aptly titled, the piece goes into detail about various respiratory activities at businesses that have (or have not) reopened, including a discussion about movie theaters.

Thank you again for reading. As always, enjoy your Tuesday and the rest of your 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".

