

IMAX™ GLOBAL UPDATE

Vol. 22 September 22, 2020

Hello readers, welcome to Volume 22 of the IMAX Global Update, coincidentally on September 22, 2020. The number "2" itself is often considered a lucky one, and with many of us in the Northern Hemisphere welcoming the Autumn Equinox, I think we're all looking forward to a bit of hope and change in the atmosphere.

The number also holds special significance for IMAX, with "Avengers: Endgame" being the 22nd film from Marvel Studios. Not to channel too much Jim Carrey here, but this very week in 2002, IMAX was also releasing "Apollo 13" worldwide, the very first Hollywood feature film to be digitally re-mastered into IMAX using our DMR technology. (Which reminds us, to quote a separate and very sharp IMAX newsletter, it's a marathon and not a sprint here at IMAX - something yet another famous "22", the NFL's all-time leading rusher, can attest to 🏈).

So, check out today's updates below and let's channel some more of that energy this week. If you have any shout outs, submissions, or stories, let us know at comms@imax.com!

STAFF STORIES FROM THE CINEMA



Last week, we asked you to share what your experiences have been so far at the movies if they've reopened in your area. We received some great responses and observations about a number of different theatres - here are a few of our favorites!

- Linn Fingalsson from Marketing in **London** has been back FOUR times already, twice to see "Tenet" and to see "Dark Waters" and "New Mutants". She noted it felt very safe and that you could tell how excited the staff was to welcome customers back!
- Susan Chahal from Finance in **Sheridan Park** has gone twice in the last three weeks and noted how much she enjoyed the full experience again. At their theatre, distancing rules were applied to seating but you could sit with who you came with in pairs of two.
- Marylin Balsano from Information Systems in **Playa Vista** went to see "Tenet", pictured above on the right. To quote Marylin: *"I went to see Tenet in IMAX and the experience was awesome! The theater was operating at 50% capacity and alternated between 2 occupied seats and 2 vacant seats. This meant that we had no one sitting next to us on either side, nor in front or behind us - so we had lots of space! We had to disinfect our hands at the entrance, and of course wear our masks. The showing we attended was sold out, and it was really nice to see so many people feeling comfortable and back to the theater enjoying themselves. The concession stand was open, so we were also able to buy popcorn! We had a really great experience and looking forward to going back soon!"*

IMAX EXPANDS LOCAL LANGUAGE SLATE



Last week, IMAX announced its plan to release two new local language Russian films this year including the biographical sports drama "Streltsov" and the action film "Fire". The news continues IMAX's ongoing work to expand its local language slate in markets worldwide!

INFLUENCER CAMPAIGN FOR NEW TACHIKAWA IMAX



TOHO Cinemas recently opened an exciting new IMAX theatre in Tachikawa, and to help promote the launch created an amazing video with a popular influencer. Check it out [here](#), sound UP!

ICYMI!



The New Yorker [posted](#) a video revisiting the documentary "I Heard It Through the Grapevine" from James Baldwin. Watch the video and check out the full documentary as soon as possible.



Inverse wrote an interesting [piece](#) on Dune v. Star Wars this past week that digs into how each handle (or don't handle) the perils of A.I. in their respective narrative universes.



Vulture recently [released](#) an oral history on the first episode of Yo! MTV Raps that's a fun, quick read.

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".

