

# IMAX<sup>®</sup> GLOBAL UPDATE

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Hi Readers, welcome back as we roll into February, a month typically filled with exciting box office numbers from the Chinese New Year for IMAX.

Well, in spite of it all, this month is shaping up to be no different in at least that respect, as you may have heard on today's Townhall. More on that below. We've also got a few photos from South Korea, where "Demon Slayer" opened to continue its incredible run, a great Q&A with IT, and to start us off, information about our new People site resources celebrating Black History Month.

Now read on for IMAX news from around the world - and if you have other ideas and stories for this newsletter, please ping us at [comms@imax.com](mailto:comms@imax.com).

## CELEBRATING BLACK HISTORY MONTH



February is Black History Month. This year, the D&I Team has curated a virtual library of films, books, resources and more to help IMAX employees learn about Black History and celebrate Black Excellence. They've also identified a number of upcoming virtual discussions and events that you can join with the Smithsonian, The National Museum of African American History & Culture and other organizations in the days and weeks ahead.

Visit the new People site page [here](#), and to get involved with our D&I efforts reach out to us at [people@imax.com](mailto:people@imax.com).

## DEMON SLAYER OPENS IN SOUTH KOREA



"Demon Slayer" is the gift that keeps on giving! As it continues its success in Japan, it opened up in South Korea to excited and significant audiences - earning \$330K on 17 IMAX screens there, with IMAX taking in nearly 20% of the nationwide weekend box office as it became the biggest local language animated opening ever in the market. Needless to say, our flagship Yongsan screen in Seoul saw its biggest audiences in months.

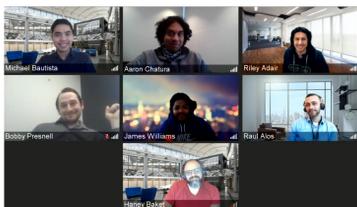
## THANK YOU FOR HELPING US LEAD

Hosted by IMAX  
Virtual  
CEO Forum

Rich mentioned that IMAX recently gathered the top CEOs in our industry alongside leaders in science, live events, sports, hospitality and more for our annual (and second virtual) CEO Forum. The discussion packed a punch and reaffirmed several lessons we've learned throughout the pandemic - including how IMAX is clearly seen as a key lever for boosting sales and consumer interest, especially based on our success in China. Their participation was a testament to the strength of our brand and how many industries view moviegoing as an indicator of society's return to normalcy.

**A MAJOR shout out to all those who helped make it a success, especially Events and IT - where one team member 'sat down' with us for our latest Q&A...**

## Q&A WITH MICHAEL BAUTISTA, IT, PLAYA VISTA



**First off, where have you been riding out the pandemic? Have you been at home or in the office?**

*I have been mainly at home with daily team video calls to stay in touch remotely.*

**What are some of the biggest challenges you've had to overcome on your team over the last few months due to the pandemic?**

*I can't believe that next month will be one year when we shifted from onsite to remote work quickly. One of the biggest challenges that our team has to overcome would be transitioning to remote work within a week. With onsite work, it's much easier to fix an issue, but our IT strategy to transition to cloud technologies over the years has helped us switch to remote work faster. We put in a lot of work to implement Blue Jeans, Slack, and other IT tools, which allowed our remote employees to work seamlessly. I'm proud of our team's agility and customer focus that we were able to maintain an optimal user experience.*

*One of the best examples was our shift from onsite event support to virtual events, from face to face townhalls to virtual townhalls. Last month we had a successful Virtual CEO Forum that we partnered with our Corporate Events team. We reviewed and researched multiple platforms/features, planned the event and tested all the internet speed, audio, and video settings for all the panelists and some attendees to have a successful virtual event. This event reaffirms our place as an industry and thought leader. We have more upcoming virtual events that we are looking forward to supporting.*

**What's one stat from the CEO Forum preparation that you found interesting?**

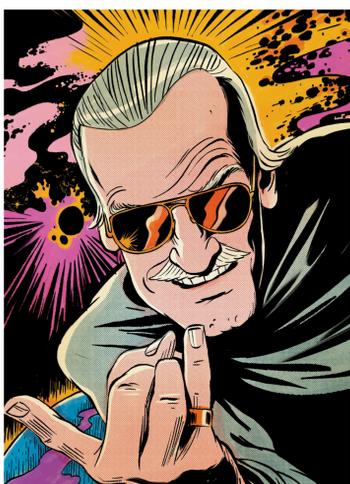
*We tested around 40 participants, including 20 panelists, 10 attendees, and 10 interpreters.*

## CHINESE NEW YEAR PREVIEW



In case you missed it during the Global Townhall, our lineup this year for Chinese New Year is generating a ton of buzz. It also happens to be our largest slate of films with IMAX DNA ever for the holiday with "Detective Chinatown 3" and "A Writer's Odyssey" having both been filmed using IMAX certified cameras. They'll join "New Gods: Nezha Reborn" as we enter the Opening Weekend this Friday. Stay tuned!

## ICYMI!



Check out Stephanie Burt's deep dive in the *New Yorker* this week about Marvel and Stan Lee [here!](#)

**Thank you for reading. See you in a few weeks, and if you have any questions, comments or ideas, let us know!**

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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](#) 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.

Q&A also has a number of resources available to IMAX employees, including a 24/7 emotional support [Elastic 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".

