

# IMAX<sup>®</sup>

## GLOBAL UPDATE

Vol. 02 April 07, 2020

Welcome back!

Whether you felt these last several days went slower or faster (or like many of us the days of the week are now only yesterday, today, and tomorrow), activity at IMAX continued from India to Los Angeles and more. And outside of our business, we are hearing from all corners of the globe just how much people are reaching out to help their families, friends, coworkers, and neighbors during this time.

Related, we also wanted to offer a note of recognition for all the IMAX parents out there currently juggling childcare, homeschooling, work, and much more. We appreciate you. How do you do it? If you have tips, stories, mysteries, coping mechanisms or anything else that we can share with the team, please send them to [comms@imax.com](mailto:comms@imax.com).

And, of course, if you have other ideas and submissions for our next edition please send them along!

### VIRTUAL ASSEMBLIES



IMAX recently participated in the first global virtual meet-up organized by the Giant Screen Cinema Association (GSCA), joining institutional exhibitors and giant-screen colleagues in support of our museum partners. These now weekly calls go over opportunities, fan engagement and more while people continue to remain in their homes.

WEDNESDAY

8<sup>th</sup>

APRIL 2020

14.30 HRS IST

Topic:

## BIG SCREEN ENTERTAINMENT AND THE IMPACT OF CORONAVIRUS LOCKDOWN!

The Coronavirus lockdown has serious implications on the cinema ecosystem globally. As studios postpone productions & releases amidst the shutdown, theatres and multiplexes look at bleak and uncertain times ahead. Decision makers get back to the boardroom and redraw their strategies on how to recoup, survive and thrive.

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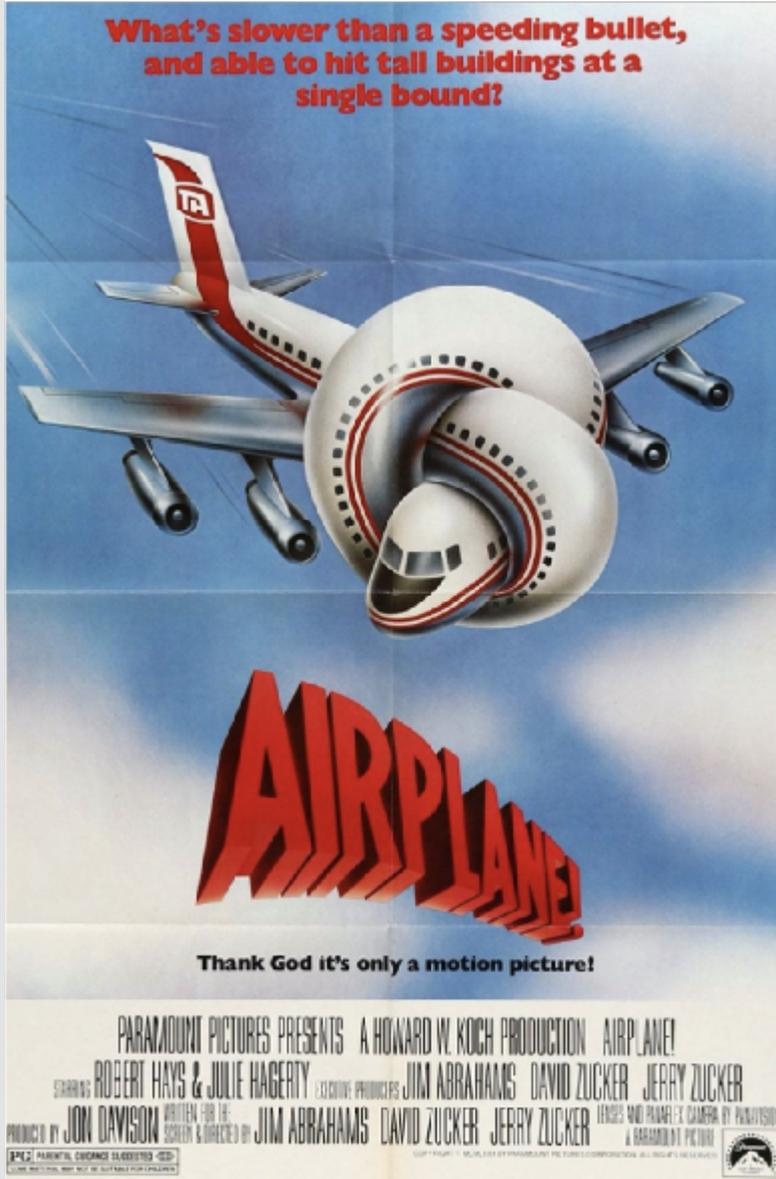
**THEATRE WORLD**  
PREMIER ANALYST OF INDIAN CINEMA THEATRE & MULTIPLEX TECHNOLOGY BY NETWORK208

**NETWORK208**

Last week, we mentioned IMAX had helped organize an online conference on COVID-19 and its impact in the Russian market. In short order, IMAX is now powering a new conference this week with stakeholders specifically in India to discuss the future of the market there. The event stands to be another example of us taking a thought leadership role in facilitating important, challenging discussions about what's next.

## WHAT ARE WE WATCHING?

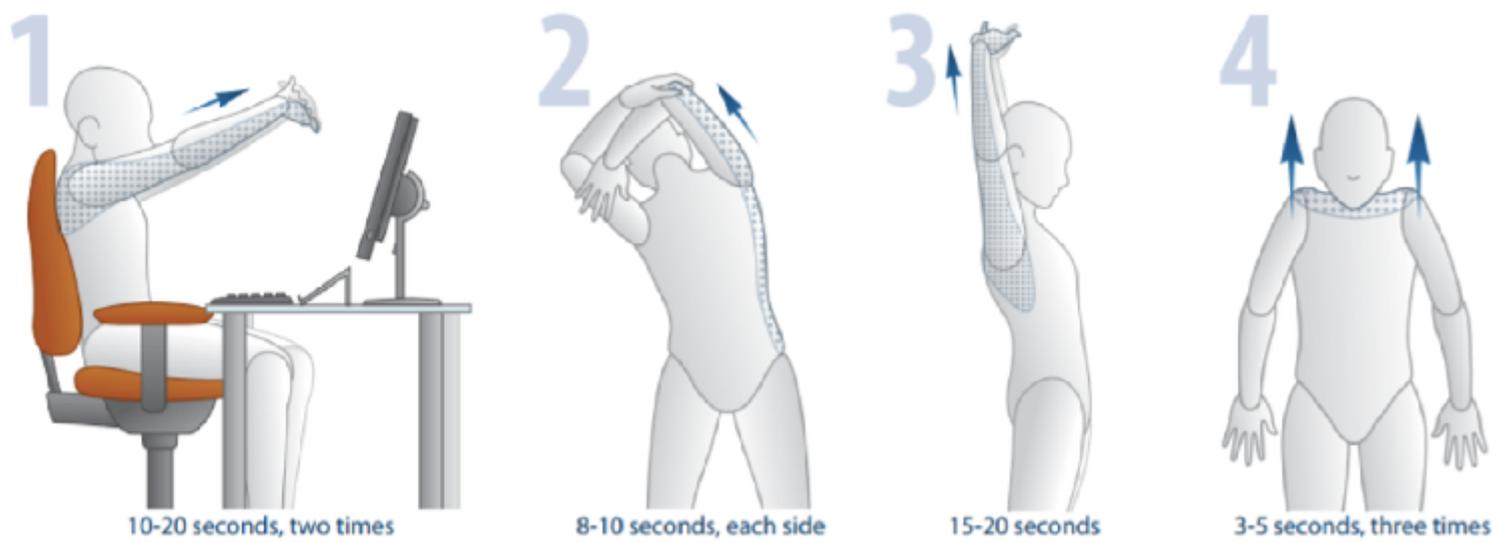
Let's dig into what everyone at IMAX is watching these days. We'll let you decide if they're recommendations or not...



This week, we asked Playa Vista’s own Bruce Markoe, SVP and Head of IMAX Post, what’s in his queue, and look at that juxtaposition! We weren’t surprised that he’s checking out some classics like “Bandits”, “Blazing Saddles”, “Airplane” and “Tapeheads”, and some, others, like “Rollerball” “Tank Girl” and the “Walking Tall” remake. We were surprised however (in a good way!) that he’s also watching the final season of “Supernatural” on CW along with “Ozark”, “Black Monday” and “Homeland” on TV.

## NEW IMAX WFH TIPS

Thank you to IMAX HR and the Workplace Safety Team for putting together the below WFH tips.



Most of us have felt the strain that comes from working at a desk or staring at a screen all day, and now that we're at home it may be even more challenging to find a good position. Download the [IMAX Ergonomics Program & 5 Steps to Improve Your Workstation Ergonomics](#) presentation for helpful tips for keeping your workstation comfortable.

How else can you help Make it Work from Home? While there's no shortage of literature on this topic, here's a shortlist you can reference anytime:

- Curate a Workspace & Schedule: We've found with many folks, having a dedicated work space is important – try setting up your equipment in a bright and comfortable location where you can focus and have everything you need. Schedule your day in 'pockets of productivity' so you ensure you take breaks for your own personal wellness.
- Set Daily Goals: Similarly, set 3-5 high level goals for the day, including work related and non-work related items, and try not to overthink it! Write down a few things you want to get done and make them realistic and achievable.
- Take Breaks & Get Outside (when and where appropriate): If your neighborhood and local ordinances allow, try to get fresh air when you can. Take a break to unplug and enjoy your space or nature. Keep your distance from other outdoor enthusiasts of course, and don't forget to stay hydrated.

**ICYMI!**

# Rolling Stone

Check out Peter Travers' recent [piece](#) on the movie industry for a learned personal take on the power of the moviegoing experience (featuring a fun rhetorical question aimed at IMAX).



Searching for some better headlines recently? You're not alone. John Krasinski (star of "A Quiet Place" and the upcoming "A Quiet Place Part II") launched Some Good News recently to share exactly that. Worth a watch!

**That's a wrap for this week! If you're a parent, let us know how you do it, and if you have any other submissions please email [comms@imax.com](mailto:comms@imax.com).**

**And remember, Optum is still offering a free, 24/7 emotional support Public Crisis Line AND you can visit their site to access a number of free resources including articles and tools to help you and your family cope with a public health event:**

Link: <https://www.liveandworkwell.com/content/en/public.html#>

Register or sign in as Guest with the code "imax"

Link [here](#) for local numbers to the Support Line

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How'd we do? Email [comms@imax.com](mailto:comms@imax.com) with any ideas, comments, or questions about the

## IMAX Global Update.

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.

