

# IMAX<sup>®</sup>

## GLOBAL UPDATE

Vol. 06 May 5, 2020

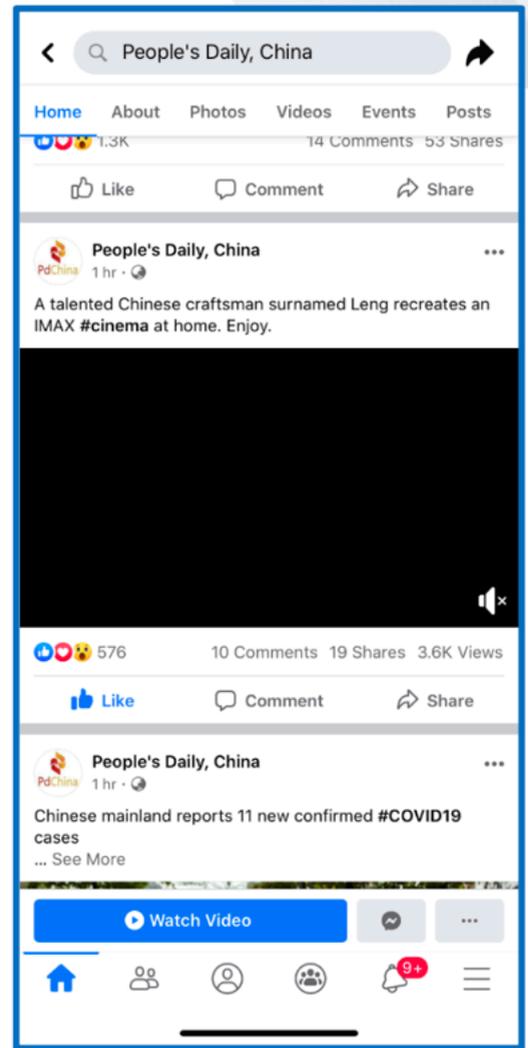
Welcome back! Today, we want to first share how one team in Sheridan Park has been innovating to change a complex and traditionally hands-on workflow.

Developing and testing new technologies is absolutely key to our work at IMAX. Especially in a theatre setting. Pretty tough from home, no? Well, recently, IMAX Engineering, Verification & Validation and others began a weeks long effort to successfully create IMAX's first 'fully integrated development, automation and testing environment' remotely.

What does that mean for those of us not in engineering or software? To oversimplify a bit, IMAX can now test its Sheridan Park projector systems virtually, including video and audio. That won't just help us advance key business initiatives, it flexes how dynamic and nimble we can be when faced with new challenges. Shout out to Frank Astone, Pavan Katakam, Saket Sood, Brent Paine, Jason Zhou, Amit Nayyar, Oscar Noyola, Raul Alos, Karl Hui, Haney Baket and we're sure more who collaborated to bring this over the finish line. Amazing, inspiring work.

Want to see a story in a future edition? Send it to [comms@imax.com](mailto:comms@imax.com)! Now check out more exciting updates from around the company and beyond...

# MAKE YOUR OWN mini IMAX THEATRE



IMAX China recently deployed a “Make Your Own IMAX Theatre” campaign with the popular Chinese influencer, Lengagou, who specializes in handmade miniature models. In just one week, the creative partnership hit a massive spark online, garnering a viewership of 3.5 million and 91K social media engagements - an incredibly effective initiative at a time when fans everywhere can't wait for theatres to reopen. [Watch it here!](#)

## LEADING BY EXAMPLE & SUPPORTING OUR PARTNERS



# IMAX<sup>®</sup>

## HERE TO SUPPORT YOU

Developing and executing strategies to support our exhibition partners has touched nearly every part of our company recently. Over the last several weeks, IMAX Marketing, Sales and other teams came together from the UK and Japan to Playa Vista, Russia and more to start a new series of newsletters from IMAX for exhibitors - providing updates, resources and other creative ideas. It's a great example of how we're thinking differently as a company to support the industry.

## **WHAT ARE WE WATCHING?**

**"Possibly the best football film ever"**

SHORTLIST



TV TIMES



TOTAL FILM



RADIO TIMES



THE GUARDIAN



EMPIRE



METRO



# NEXT GOAL WINS

**"A glorious underdog story"**



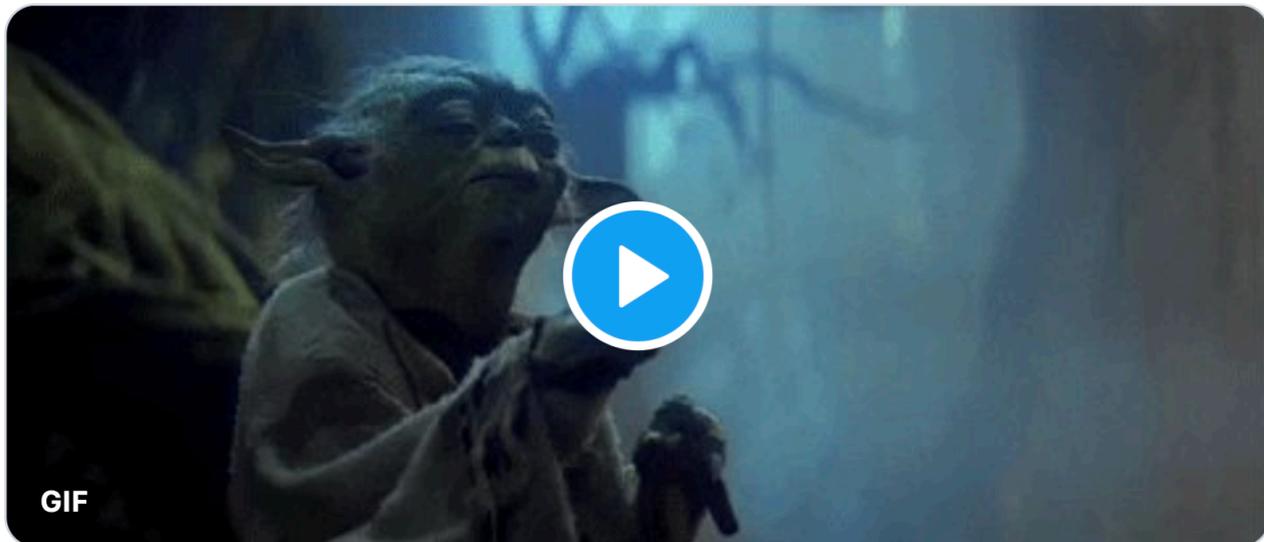
THE SUN



Jack Livingston, Senior Producer, Creative Content, in Playa Vista, just watched the documentary *Next Goal Wins* about the national football team of American Samoa. Laughs. Tears. To quote Jack, a coach with Anthony Bourdain energy. It has it all. And, stay tuned, because Taika Waititi is also directing a narrative feature based on the story.

**ICYMI!**

Happy [#StarWarsDay](#)! Jedi, what Force powers are you using today? [#MayThe4thBeWithYou](#)



Yesterday's [#MayThe4thBeWithYou](#) and [#StarWarsDay](#) trends added some lighter fare to the newscycle, with fans everywhere chiming in - including [IMAX](#). A few Stormtroopers even got involved to offer their own [message](#) about staying home. And, let's go ahead and shout out Taika Waititi again for the exciting [announcement](#) that he will direct and co-write a new 'Star Wars' movie!



Graduation sure looks different this year, but commencement addresses are still in full force. Follow the links to enjoy some words of inspiration from [Tom Hanks](#) to the Wright State Class of 2020 and Apple CEO [Tim Cook](#)'s virtual commencement address to graduates of The Ohio State University.



If you didn't catch the [Hubble: IMAX® Q&A - Filming NASA Astronauts in Space](#), check it out today! The conversation is a great reminder of all the incredible places IMAX has been and renews our promise of continued exploration looking ahead.

**IMAX Global Update out for now. Thank you again for reading AND for your feedback! Keep it coming to [comms@imax.com](mailto:comms@imax.com). See you on the flip-side.**

**###**

What do you think of the IMAX Global Update? Email [comms@imax.com](mailto:comms@imax.com) with any ideas, comments, or questions.

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".***



