

## IMAX® Motion Picture Systems FACT SHEET

### The Experience

- \* IMAX motion picture systems, invented and developed by Imax Corporation (Imax), are the finest motion picture systems in the world. Images of unsurpassed size, clarity and impact, enhanced by a superb specially-designed six-channel, multi-speaker sound system, are projected onto giant rectangular screens, up to eight storeys high, in the case of IMAX, and in the case of OMNIMAX® (IMAX Dome) onto domes as large as 27m (88'-5") in diameter.
- \* The IMAX image is ten times larger than a conventional 35mm frame and three times bigger than a standard 70mm frame. The sheer size of an IMAX film frame, combined with the unique IMAX projection technology, is the key to the extraordinary sharpness and clarity of an IMAX film.

### Sound

- \* Sound is critical to the IMAX experience. The IMAX six-channel, high-fidelity motion picture sound system, with sub-bass, is manufactured by Sonics Associates Inc., a world leader in sound system design.

### The Projectors

- \* IMAX projectors are the most advanced, highest-precision and most powerful projectors ever built. The key to their superior performance and reliability is the unique "Rolling Loop" film movement. The Rolling Loop, originally invented by Ron Jones, an Australian, adapted and enhanced by Imax's William Shaw, advances the film horizontally in a smooth, wave-like motion. During projection, each frame is positioned on fixed registration pins, and the film is held firmly against the rear element of the lens by a vacuum. As a result, the picture and focus steadiness are far above normal standards.
- \* The recent popular success of Imax's 3D systems, IMAX 3D and IMAX SOLIDO™, has led to the development of IMAX HD, which is shot and projected at 48 frames-per-second, twice the normal frame rate, providing even greater depth of field, clarity of detail and steadiness to the already spectacular IMAX image. It is intended that new systems will be optionally convertible between the 24/48 fps film rate, and existing systems will be able to upgrade.

### Awards

- \* In 1986, the system was recognized by the Academy of Motion Picture Arts and Sciences with an Academy Scientific and Engineering Award for technological innovation and excellence.
- \* Imax received a 1988 Canada Export Award for superior export performance from the Canadian Government's Department of External Affairs.
- \* In 1991, Imax received an Award of Excellence from the Canadian Government's Department of Communications, for its contributions and achievements in the field of communications and culture.

### History

- \* The IMAX system has its roots in EXPO '67 in Montreal, Canada where multi-screen films were the hit of the fair. A small group of Canadian filmmakers/entrepreneurs (Graeme Ferguson, Roman Kroitor and Robert Kerr), who had made some of those popular films, decided to design a new system using a single, powerful projector, rather than the cumbersome multiple projectors used at that time. The result: the IMAX motion picture projection system which would revolutionize giant-screen cinema.

- \* IMAX premiered at the Fuji Pavilion, EXPO '70 in Osaka, Japan. The first permanent IMAX projection system was installed at Ontario Place's Cinesphere in Toronto in 1971. Dome-screen OMNIMAX, its sister system, debuted at the Reuben H. Fleet Space Theater in San Diego in 1973.
- \* Building on the success of these initial two configurations, Imax has continued the evolution of the IMAX experience: OMNIMAX 3D premiered at the Fujitsu Pavilion, EXPO '85 Tsukuba, Japan; IMAX 3D premiered at the Canada Pavilion, EXPO '86 Vancouver, Canada; and both IMAX SOLIDO and IMAX MAGIC CARPET premiered at EXPO '90 Osaka, Japan in the Fujitsu and Sanwa Midori-Kai Pavilions respectively. EXPO '92 in Seville continues Imax's World's Fair tradition with the premiere of IMAX HD at the Canada Pavilion.
- \* Imax Corporation also offers extensive customer support services to filmmakers who use the IMAX medium. The company's camera rental inventory offers 21 cameras and 68 different types of accessories. Continuing Imax's leading-edge tradition, the first single compact dual-strip IMAX 3D camera, will be available for use by the end of 1992.

#### General Information

- \* Imax leases IMAX motion picture projection systems to specially-designed theatres worldwide. There are currently 81 permanent theatres operating in 15 countries. Eleven new permanent theatres are currently scheduled to open in 1992, as are five temporary theatres. Two existing theatres will up-grade to IMAX 3D.
- \* More than 31 million people see IMAX films each year. There are currently more than 80 films in the diverse IMAX film library. Educational and entertaining, these films take viewers where they are unable to go: to explore the hidden secrets of natural wonders like the Grand Canyon, the inside of an atom, or the magic of space. The first IMAX space film, **The Dream Is Alive**, has been seen by more than 33 million people in 11 language versions. **Rolling Stones "At The Max"**, the first IMAX concert film and the first feature-length film in the format, opened to rave reviews worldwide. In its first 35 weeks in release, it was seen by nearly 850,000 people and grossed more than \$11,000,000 (US).
- \* Imax, a Canadian company, has its corporate headquarters in Toronto, Canada, with its Technology Centre in nearby Mississauga. The company also has a subsidiary in Japan, an office in Europe and two subsidiaries in the United States: Sonics Associates Inc., world leaders in sound design; and 70MM Inc., specialists in image quality control and laboratory production and post-production. In a "total systems" approach, Imax Corporation is involved in a wide variety of film and business activities, including: film development, production, post-production and distribution; theatre design, marketing and theatre operations; customer service; camera and projector design and manufacturing; and an ongoing research and development program. Imax's President and Chief Executive Officer is Robert Kerr, the company's Chairman is Bill Breukelman.

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#### Communications

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