# IMAX® PICTURE: SO REAL YOU'LL FORGET IT'S A MOVIE

IMAX<sup>®</sup>'s state-of-the-art projection systems deliver lifelike, crystal-clear images to create a visual experience so real you'll forget you're watching a movie.



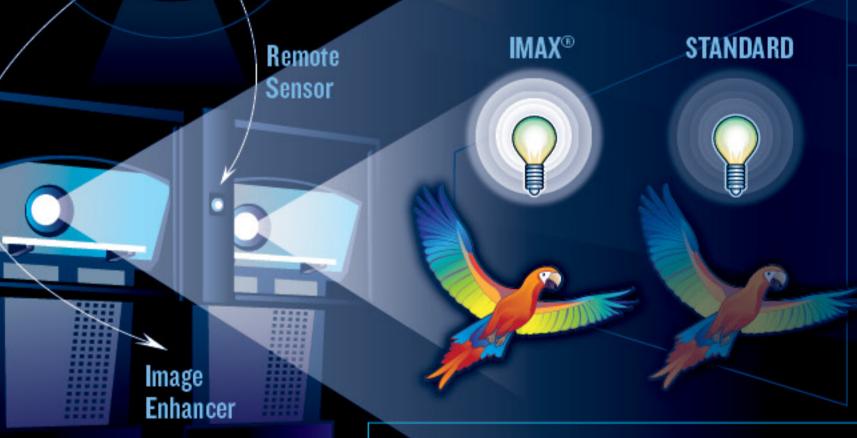
#### **Picture Perfect:**

You're not the only one watching the movie. IMAX's projection systems feature a proprietary built-in remote sensor that monitor the screen as if it were the audience's eyes and make real-time adjustments to ensure the system is always delivering the best possible image.



#### A Truly Customized Experience:

IMAX designs every IMAX® projection system and screen for each individual theatre. In fact, IMAX engineers spend nearly a year to custom-design and develop each projector lens.



### **Mind-Blowing Images:**

In an IMAX® theatre, it's like you're watching a different movie. Combining IMAX's Digital Re-mastering (DMR®) enhancement process, which enhances hundreds of details in virtually every frame of the movie, with IMAX's proprietary dual projection system, results in images of unsurpassed quality with approximately 60% more brightness and 40% greater contrast than you'll find anywhere else.



IMAX® 3D delivers 3D images of unsurpassed brightness and clarity by using a set of two projectors that each send a separate image (a left eye and a right eye) simultaneously onto a more reflective screen, providing the most realistic and in-your-face 3D experience available.















## The Best Presentation, Every Time:

IMAX's network operations center runs 24x7x365, monitoring every IMAX® theatre around the globe to ensure each system is always running optimally. By collecting and analyzing thousands of points of data real-time, we can detect and correct potential issues before they occur.

