

# IMAX<sup>®</sup> THEATRE DESIGN:

IMAX uses its patented theatre design to create a truly immersive experience that takes you from the edge of your seat to the edge of reality.

## Feel like You're Part of the Action:

Every IMAX<sup>®</sup> theatre is custom-designed to bring the audience closer and better-positioned in relation to the wall-to-wall, floor-to-ceiling IMAX screen, creating the most immersive experience no matter where you're sitting.

## In-Your-Face IMAX<sup>®</sup> 3D:

When IMAX's proprietary 3D projection technology is combined with the increased field of view you get in an IMAX<sup>®</sup> theatre, the result is IMAX<sup>®</sup> 3D images that jump off the screen and land right in your lap.

## Hold Onto Your Seats:

By studying the rod-and-cone cell functioning in the human eye, we've designed every IMAX<sup>®</sup> theatre to maximize your peripheral field of view and help create that feeling of falling out of your seat during certain scenes in the movie.



CONES



RODS

IMAX<sup>®</sup>  
FIELD OF VIEW

STANDARD  
SCREEN

STANDARD  
FIELD OF VIEW

WALL TO WALL  
CURVED SCREEN

IMAX<sup>®</sup> SCREEN

70°+

54°  
REGULAR SCREEN

180°

## Total Immersion:

Did you know the average human has a horizontal field of view of about 180 degrees, while the average movie theatre only has a field of view on screen of about 54 degrees? IMAX's custom theatre design maximizes your field of view and creates an image that fills your peripheral vision with increased viewing angles up to an average of 70 degrees. Every degree of increased angle enhances the perceived sense of motion – creating a more realistic experience.

IMAX<sup>®</sup>

IMAX.com