

EXPERIENCE IT IN
IMAX[®]

THE WORLD'S MOST IMMERSIVE MOVIE EXPERIENCE

- Highly recognized global brand, one of the few in the movie industry
- The premium 3D movie going experience & people are loyal to it
- Most extensive large format theatre network in the world and growing rapidly
- 1+ billion people have enjoyed *The IMAX Experience*
- Leader/pioneer in 3D technology
- Patented technology/theatre geometry creates the immersive IMAX Experience



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The World's Most Immersive Movie Experience

- **CRYSTAL CLEAR IMAGES**
- **A “YOU ARE THERE”
SENSATION WHICH IS
UNPARALLELED BY ANY OTHER
TECHNOLOGY!**
- **12,000 WATTS OF DIGITAL
SURROUND SOUND**



- **IMAX's core audience is youthful, with the main focus on school aged children between the ages of 8-12. Parents are also key drivers of our turnstiles.**
- **Approximately 25% of the IMAX audience comes from organized school groups. In fact, we supply film-related, educational support materials to thousands of school districts around the world.**
- **A typical IMAX customer is well educated and earns a higher income than a traditional moviegoer.**
- **The IMAX customer base is very internet savvy.**
- **Given IMAX's unique experience, it has become a favorite of the 15-24 year-old "techie" crowd, who has been favoring in-home content via big screen TV's, video games and the net.**



IMAX films have global appeal and play for years and years, thereby creating significant box office potential.

**Top 10 Traditional IMAX Films World
Wide Box Office**

The Dream is Alive	150 Million	1985
Everest	128 Million	1998
To Fly	117 Million	1976
Space Station (3D)	116 Million	2002
Mysteries of Egypt	109 Million	1998
T-Rex (3D)	104 Million	1998
Africa, The Serengeti	90 Million	1994
The Living Sea	88 Million	1994
Deep Sea (3D)	87 Million	2006
Into The Deep (3D)	75 Million	1994



THE IMAX[®] THEATRE NETWORK



Theatres Located in 53 Countries

As of April 2010, IMAX has 439 theatres in 53 countries. IMAX theatres are located in some of the most prestigious museums and science centres around the world along with major multiplex chains.



Shanghai Science & Technology Museum –
Shanghai, China

Growing at a rate of 2 sites per week due to
our new digital projection system

Endorsed by Hollywood's Most Prominent Filmmakers

"Hollywood has always had an answer for the small-screen experience and now more and more filmmakers are converting their films to The 3D IMAX Experience, and the IMAX theaters are bearing us out."

STEVEN SPIELBERG, FILM DIRECTOR

Time.com, March 14, 2006

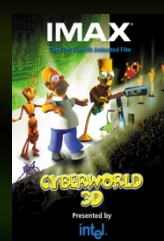
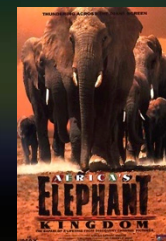
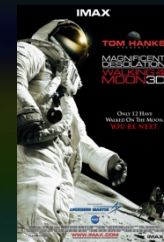
"You go see Batman in IMAX, that's an experience you will never be able to have in the home... and it's pretty damned exciting and it keeps movies in the form they should be, which is bigger than life."

**CHRISTOPHER NOLAN, DIRECTOR, BATMAN BEGINS & THE
DARK KNIGHT**

"IMAX's all-encompassing format takes 'TRANSFORMERS' to a whole new level of detail and intensity. I am very excited to work with the team at IMAX to create this turbo-charged version."

MICHAEL BAY, DIRECTOR, TRANSFORMERS

- Have historically been an important part of the Company's strategy and bottom line
- Will continue to be as the IMAX theatre network expands
- IMAX has a globally branded premium-priced network
- Wide distribution network



- **Moviegoers love it**
- **Drives box office and downstream profits**
- **Future live-action 3D via 2D to 3D conversion**
- **Brings moviegoers back to the multiplex**
- **IMAX 3D is the world's ultimate movie-going experience – providing the most realistic and immersive 3D**





Christopher
Nolan



James
Cameron



Steven
Spielberg



J J
Abrams



John
Lasseter



Jeffrey
Katzenberg



Jon Favreau



David
Heyman



Michael
Bay



Tim
Burton

How do we pick a movie?



important filmmaker with an IMAX vision
who differentiates our presentation



studio partner who “gets” IMAX



the movie takes you somewhere you
dream about going to but probably
aren't going to get there



financial returns to IMAX and partners

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**Record number of DMR titles
and box office**



2011 Film Slate: Confirmed & Candidates

	Film	Distributor	Release Date	Status
Q1	TRON: Legacy (cont' d)	Disney	Dec-10	Confirmed
	Green Hornet	Sony	Jan-11	Confirmed
	TBD	TBD	Feb-11	Candidate
	Mars Needs Moms	Disney	Mar-11	Confirmed
	Rango	Paramount	Mar-11	Candidate
	Suckerpunch	WB	Mar-11	Confirmed
Q2	Thor	Marvel/Paramount	May-11	Candidate
	Pirates of the Caribbean 2	Disney	May-11	Confirmed
	Cars 2	Disney/Pixar	Jun-11	Confirmed
Q3	Transformers 3	DW/Paramount	Jul-11	Candidate
	Harry Potter 7B	WB	Jul-11	Confirmed
	Journey to the Center of the Earth	WB	Sep-11	Candidate
Q4	Contagion	WB	Oct-11	Candidate
	Puss In Boots	DW	Nov-11	Candidate
	Happy Feet 2	WB	Nov-11	Confirmed
	Tin Tin	Paramount	Dec-11	Candidate

After 40 years IMAX had it's first \$100M year in film box office.

In the fourth quarter of 2009 IMAX films grossed
\$100M.

In the first quarter of 2010 IMAX films grossed
\$200M!

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