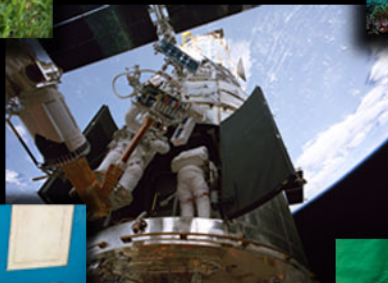


IMAX[®]



ORIGINAL MOVIES

- 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

The world's most immersive cinematic experience; highly recognized global brand



ORIGINAL MOVIES

IMAX[®]

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.



ORIGINAL MOVIES

Hubble 3D — Mar 10

- playing for 61 weeks
- \$32,507,668

Under The Sea 3D — Feb 09

- playing for 117 weeks
- \$38,951,590

Deep Sea 3D — Mar 06

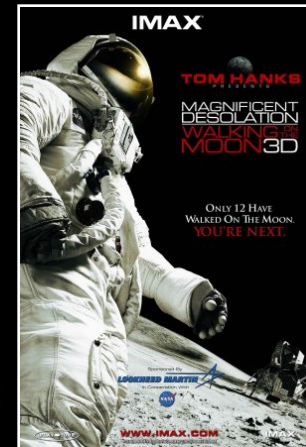
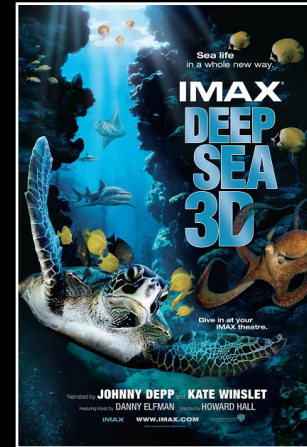
- playing for 269 weeks
- \$90,339,451

Magnificent Desolation 3D — Sep 05

- playing for 292 weeks
- \$40,170,055

Space Station 3D — Apr 02

- playing for 468 weeks
- \$117,039,873



ORIGINAL MOVIES



THE

IMAX

THEATRE NETWORK



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

ORIGINAL MOVIES

IMAX[®]

IMAX World-Wide Theatre Network

**As of February 2011 there were 547 theatres
operating in 46 countries.**

ORIGINAL MOVIES