

IMAX and Barco Enter Into New Agreement to Enhance the Blockbuster Moviegoing Experience

Kortrijk, Belgium, 24 April 2019 – Barco and IMAX Corporation, long-term partners in exceptional laser projection cinema experiences, announced the expansion of their international partnership to continue providing audiences with the next level of awe-inspiring, immersive cinematic experiences. The companies collaborated to launch IMAX's new ground-breaking laser experience for commercial multiplexes, IMAX® with Laser, which is amazing audiences worldwide by transporting them into today's biggest blockbusters like never before with sharper images, deeper contrast and vibrant colors.

IMAX and Barco's partnership began in 2012 and together the companies have achieved remarkable results in delivering large-format, immersive experiences using lamp-based projection and more recently laser projection technology. In an effort to push the boundaries of cinema, the *IMAX with Laser* projection system was set-up as a collaboration with Barco over several years.

Ney Corsino, SVP Barco Americas, states "IMAX demands the best of us, challenges our knowledge and capabilities toward new levels and brighter outcomes for the cinema industry."

Mark Welton, President of IMAX Theaters stated, "IMAX makes no compromises when it comes to delivering the world's most immersive movie experience. Incorporating Barco's industry-leading laser light source technology with IMAX's image quality know-how and digital laser IP enabled us to launch IMAX's most advanced commercial projection system to date designed to transform the premium blockbuster moviegoing experience."

Nicolas Vanden Abeele, SVP for Barco Entertainment, adds: "We are honored to extend this partnership with IMAX and to have been selected again as their worldwide projection technology partner. This is a strong endorsement of Barco's leadership in the projection cinema business and provider of state-of-the-art cinema technologies to redefine cinema experiences."

IMAX with Laser provides audiences with strikingly crystal-clear and vivid images to suspend disbelief when experiencing today's biggest blockbusters. The next-generation 4K laser projection system features a new optical engine and suite of proprietary IMAX technologies that delivers increased resolution, sharper and brighter images, deeper contrast as well as the widest range of colors available to filmmakers to present more distinct, exotic colors than ever before. The new system will also feature IMAX's 12-channel sound technology that incorporates new side and overhead channels to deliver greater dynamic range and precision for ultimate audio immersion and sound you can feel.

To date, IMAX has signed agreements for more than 200 of its new IMAX with Laser systems worldwide.

About Barco

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, we develop visualization and collaboration solutions to help you work together, share insights, and wow audiences. Our focus is on three core markets: Enterprise (from meeting and control rooms to corporate spaces), Healthcare (from the radiology department to the operating room), and Entertainment (from movie theaters to live events and attractions). In 2018, we realized sales of 1.028 billion euro. We have a global team of 3,600 employees, whose passion for technology is captured in 400 granted patents.

For more information, visit us on www.barco.com, follow us on [Twitter](#) (@Barco), [LinkedIn](#) (Barco), [YouTube](#) (BarcoTV), or like us on [Facebook](#) (Barco).

About IMAX

IMAX, an innovator in entertainment technology, combines proprietary software, architecture and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and, as such, IMAX's network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of December 31, 2018, there were 1,505 IMAX theater systems (1,409 commercial multiplexes, 14 commercial destinations, 82 institutional) operating in 80 countries. On Oct. 8, 2015, shares of IMAX China, a subsidiary of IMAX Corp., began trading on the Hong Kong Stock Exchange under the stock code "HK.1970."

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