

# IMAX®

---

at EXPO '90

---

## IMAX® Sankin Kai Heartopia Pavilion

### THE EXPERIENCE:

IMAX, the original system developed by Imax Systems Corporation, will be displayed at the Sankin Kai Heartopia Pavilion. IMAX combines dazzling images which fill a viewer's peripheral vision, superb sound and a theatre geometry which gives everyone the "best seat in the house."

### THE SYSTEM:

70mm, 15-perforation IMAX uses the largest film frame in motion picture history (ten times the size of conventional 35mm), the most advanced projector ever built, with the unique "Rolling Loop" movement, a six-channel, four-way sound system by SONICS and specially-designed theatre.

### THE FILM:

**Flying Raft.** 20 minutes. The giant "Heartopia" blimp journeys above the misty jungles of South America. Explorers descend onto the treetops, walking above the jungle on a special net raft, studying the extraordinary animals, birds, plants and insects of the rainforest. Writer and Director: Yoshihide Okumura. Story by: Yasushi Sakaguchi. General Producer: Junpei Yoshihara. Executive Producer: Masahiro Tsuchiya. Produced by: Dentsu-Dentsu Prox.

# IMAX®

at EXPO '90

## IMAX MAGIC CARPET™ Sanwa Midori-Kai Pavilion

### THE EXPERIENCE:

IMAX MAGIC CARPET™ uses IMAX technology in a dramatic new configuration consisting of two IMAX projectors and two giant IMAX screens --one in front of the audience and the other, visible through a transparent floor, underneath. The innovative system, enhanced by directional sound, will make people feel as if they are floating in space - like the magic flying carpet of Arabian Nights.

### THE SYSTEM:

**Projector:** Two electronically-synchronized 15kW IMAX projectors show separate images on the front screen and the lower screen.

**Sound:** A six-channel high quality motion picture sound system by SONICS envelops the theatre with sound and a supplementary "sub-bass" channel lets the audience feel the sound as well. The location of sound matches that of the picture in this specially-designed system, reinforcing the sensation of flying.

**Screens:** The front screen is more than 18m high and 25m wide. The lower screen is slightly wider and is located beneath the seating deck. Widely-spaced rows allow the audience to view the film beneath them through the transparent panels of the seating deck.

### THE FILM:

**Flowers in the Sky.** 15 minutes. Monarch butterflies are great travellers and the stars of this film. Every fall they journey from all over North America to the mountain valleys of Michoacan state, Mexico. Shot on location in Mexico, Canada and Florida, the film brings the audience into the life-cycle of the Monarch. Director: Michael Scott. Producers: Roman Kroitor, Charles Konowal. Associate Producer: Sally Dundas.

**Camera:** The IMAX MAGIC CARPET™ system uses two synchronized IMAX cameras. The camera for the upper screen operates looking forward while the second camera operates looking down. A specially-designed camera rig accommodates the horizontal and vertical cameras and synchronizes their operation.

# IMAX®

at EXPO '90

## IMAX 3D® Suntory Pavilion

### THE EXPERIENCE:

Powerful three-dimensional images on a giant IMAX screen will make audiences gasp as they reach out to grab for the almost touchable images. When IMAX 3D premiered at Vancouver, Canada's EXPO '86, it was one of the hits of the fair. This new film advances the 3D medium even further and proves that 3D has surpassed gimmickry to become true art.

### THE SYSTEM:

IMAX 3D® uses a polarized system, with two cameras, two prints and two projectors. The IMAX projection system uses the steadiest projection movement in the world. Combined with the superb fidelity of the IMAX format and a huge screen, this produces for the first time truly excellent 3D, with none of the discomfort and "decapitated edges" of smaller format 3D systems. Much research and development has gone into perfecting the technique which premiered in 1986, resulting in improvements of every element in the optical path.

### THE FILM:

**The Last Buffalo.** 27 minutes. This IMAX 3D film focuses on the environment and wildlife of the Canadian west to express the Suntory pavilion's theme, "Wildlife needs Wilderness." In IMAX 3D, the animals look absolutely real and are closer than life. The beauty of the western wilderness is counterpointed with dramatic scenes from sculptor Bill Lishman's iron forge. Director: Stephen Low. Producers: Roman Kroitor and Sally Dundas. Executive Producer: Susumu Sakane.

**Sound:** Six-channel, four-way sound by SONICS with a supplementary "sub bass" channel heightens the IMAX 3D experience and a specially-produced soundtrack gives a multi-dimensional impression.

**Glasses:** Newly-designed 3D glasses with increased lens size will provide extra-wide viewing of the giant screen; high efficiency polarizing filters will add to the quality of the 3D effect.

**Camera:** Like IMAX SOLIDO™, IMAX 3D uses two cameras, one for each eye, to film live action sequences. Imax Systems Corporation and the National Film Board of Canada jointly developed a special camera rig with a beam splitter to separate the image for the two cameras.

# IMAX<sup>®</sup>

at EXPO '90

---

**IMAX SOLIDO™  
Fujitsu Pavilion**

**THE EXPERIENCE:**

IMAX SOLIDO™, a new proprietary, patent-pending system developed by Imax Systems Corporation, is the first motion picture system to present truly high quality full colour stereoscopic images on a wide-field, wraparound screen. The 3D image extends in front, above and to the sides of the viewer; you're inside the image itself as 3D objects move by you and through you.

**THE SYSTEM:**

**Projector:** the IMAX SOLIDO™ projector uses the innovative IMAX Rolling Loop film transport system carrying two 70mm 15-perforation strips of film. Two fisheye lenses focus separate left eye and right eye images onto a large dome screen. A specially-designed 33kW lamphouse provides a bright, clear colour image.

**Sound:** A six-channel, four-way, high fidelity sound system by SONICS surrounds the audience with the purity of sound only possible through digital reproduction. The powerful IMAX SOLIDO™ image is enhanced by a digital sound track reproduced using the IMAX SampleLock™ technology. This unique system synchronizes each of the six tracks of sound so accurately that even the subtle time relationships of the original recording are reproduced, thus duplicating the full range of human hearing.

**Glasses:** Technologically advanced, cordless, liquid crystal glasses work as electronic shutters. Synchronized with the projector, the glasses decode the left and right eye images to produce true, full colour stereoscopic viewing.

**THE FILM:**

**Echoes of the Sun.** 20 minutes. How do we move? Full-colour 3D computer graphics and live action vignettes combine to illustrate how photosynthesis converts the sun's energy into stored energy in plants, which then provides energy to animals and man. Directors: Roman Kroitor and Nelson Max. Producers: Roman Kroitor, Fumio Sumi, Sally Dundas. Original concept: Nelson Max. Computer graphics by Fujitsu Limited.

**Camera:** IMAX SOLIDO™ uses two cameras, one for each eye, to film live action sequences. Imax Systems Corporation and the National Film Board of Canada jointly developed a special dual camera rig with a beam splitter to simultaneously film the separate (left and right eye) stereo images.

In the case of the computer graphics sequences in **Echoes of the Sun**, the complete high-resolution IMAX image is generated by computer, which also is programmed to create the separate left-eye and right-eye images. These images are then recorded using a digital film recorder and an IMAX-format camera. The computing power required for producing such images is enormous and this film required the skills of more than 40 programmers and the full-time use of two super-computers -- one for two years, the other for six months; the benefits of Fujitsu Limited's contribution and expertise are incalculable.

# **IMAX<sup>®</sup>**

---

*at* **EXPO '90**

---

## **IMAX<sup>®</sup> SYSTEMS: Born at the Fair**

There is no place like a Fair for showing the world what's new. The competition between pavilions leads to inventions and developments in the area of new technologies, including motion pictures. Among the most striking examples are IMAX motion picture systems, the first of which premiered at EXPO '70 in Osaka, Japan.

For more than 20 years, IMAX motion picture systems have been a major presence at virtually every national and international Fair and Exposition. Imax Systems Corporation's association with Fairs and Expositions has gone hand-in-hand with major advances in its technology and new partnerships with major corporate sponsors and governments.

In all, 28 pavilions in 21 fairs have had IMAX systems as their focal point. Expos at which ISC has introduced technological breakthroughs include:

- \* Premiere of the IMAX<sup>®</sup> system: EXPO '70, Osaka, Japan, Fuji Group Pavilion
- \* Premiere of the temporary IMAX<sup>®</sup> theatre, designed especially for Fairs and Expositions: EXPO '74, Spokane, U.S.A., U.S. Pavilion
- \* Premiere of OMNIMAX 3D<sup>®</sup> in monochrome: EXPO '85, Tsukuba, Japan, Fujitsu Pavilion
- \* Premiere of IMAX 3D<sup>®</sup> in full colour: EXPO '86, Vancouver, Canada, Canada Pavilion
- \* Premiere of IMAX SOLIDO<sup>™</sup>, a dramatic new full-colour, wraparound 3D system: EXPO '90, Osaka, Japan, Fujitsu Pavilion
- \* Premiere of IMAX MAGIC CARPET<sup>™</sup>, a new configuration featuring two giant IMAX screens: EXPO '90, Osaka, Japan, Sanwa Midori-Kai Pavilion
- \* Advanced IMAX 3D<sup>®</sup>: EXPO '90, Osaka, Japan, Suntory Pavilion

# IMAX®

---

at EXPO '90

---

## IMAX SYSTEMS CORPORATION

### History

Imax Systems Corporation (ISC) was founded in 1967, following the phenomenal success of multi-screen films at EXPO '67 in Montreal, Canada. Popular and critical acclaim for **Labyrinth** and **Polar Life**, two outstanding multi-screen films, convinced producers of the films (**Graeme Ferguson**, **Robert Kerr** and **Roman Kroitor**) that the giant-screen experience could be used for the creation of a totally new motion picture experience. They came together, formed a company, accepted an invitation to premiere the new system at the 1970 World's Fair in Osaka and our story began.

They decided to use the largest film frame in motion picture history and to replace the cumbersome multiple projectors used at the time with a single powerful projector. They acquired the patent for the "Rolling Loop", an Australian invention, and called upon another old friend, engineer **William Shaw**, to incorporate the unique film movement into a projection system that simply didn't exist. The Rolling Loop advances the film in a gentle, wave-like motion; during projection each frame is positioned on fixed registration pins and held firmly against the rear of the lens by a vacuum, resulting in unsurpassed image steadiness.

Concurrent with designing the projector, they built the first IMAX® camera and began production on the first IMAX film. The team overcame innumerable hurdles and met the deadline. When IMAX premiered at Osaka's World's Fair, there was unanimous critical and popular acclaim for this powerful and involving film experience. The first permanent IMAX theatre opened at Ontario Place in Toronto, Canada in 1971; and two years later, the ISC team responded to a new challenge by launching OMNIMAX®, a dome-screen sister system, in San Diego, USA.

### Future

There are currently over 65 permanent theatres operating in 15 countries, as well as a number of temporary theatres. Where do you find the IMAX experience? At theatres at world's fairs, museums and science centres, "destinations" such as the Grand Canyon, and, increasingly, as part of exciting downtown and waterfront developments. The worldwide network of IMAX and OMNIMAX theatres is expanding rapidly; by 1992 there will be more than 100 permanent theatres.



Apart from the exciting films being launched at EXPO '90, the company is in active pre-production and production of films which will take audiences to space, under the ocean, to the Virunga forests of Rwanda to live with the Mountain Gorillas and to the Soviet Union. **Blue Planet**, a film about the fragility of Earth, will premiere in the fall at the National Air and Space Museum in Washington, D.C. The IMAX Natural History Unit is actively seeking sponsorship for its first film, **Mountain Gorilla**, and developing treatments for several more which will present nature as never before, including **Deep Flight**, the story of the design and launch of the first one-person high-speed submersible. SOVIMAX, the joint venture between Imax Systems Corporation and Znanije, is currently selecting the director and theme of the first film to be produced about the Soviet Union for distribution to the worldwide network of IMAX and OMNIMAX theatres.

Imax Systems Corporation works on every aspect of a theatre or film project and is actively engaged in the following businesses: film development, production, post-production and distribution; theatre design and project consulting; theatre marketing and operations; customer support; engineering and design of projection systems, cameras and such special equipment as optical printers; and manufacturing. As well, ISC puts an unusually high emphasis on ongoing research and development, which has resulted both in its undisputed place as the leader of the giant-screen film industry and in an outstanding record of reliability.

The company's founders are still actively involved in the continued development of the revolutionary medium they invented. Under the guidance of Chairman **Bill Breukelman**, Ferguson, Kerr, Kroitor and Shaw work with a talented and expanding management team from a broad range of specialities, ready to embark on future partnerships.

# **IMAX<sup>®</sup>**

---

*at* **EXPO '90**

---

## **IMAX<sup>®</sup> AT EXPO '90: BIOGRAPHIES**

**The following are biographies of some of the key people involved in the development of the technologies and films for EXPO '90, roughly divided by system.**

**Imax Systems Corporation's Corporate Communications department will provide further biographies and suggested spokespeople, as appropriate.**

## **FOCUS: IMAX SOLIDO™**

### **ROMAN KROITOR, PRODUCER/DIRECTOR**

**Roman Kroitor**, co-founder and Senior Vice President of Imax Systems Corporation, began his distinguished career at the National Film Board of Canada, winning numerous international awards. Kroitor has produced or co-produced several of the films in the IMAX and OMNIMAX library, including **Tiger Child**, the first film, which launched the system at the Fuji Group Pavilion at Osaka's EXPO '70. Kroitor also made **Skyward**, one of the hits of EXPO '85 in Tsukuba, Japan; **We Are Born of Stars**, the first OMNIMAX 3D film, sponsored by Fujitsu Limited; and **Heart Land**, the first IMAX film to use digitally-recorded sound. Kroitor has devoted his last two years to exploring innovative new ways to use the IMAX medium, expanding Imax Systems Corporation's use of 3D technology and producing three of the four films using IMAX systems at Osaka's EXPO '90: **Echoes of the Sun**, **The Last Buffalo** and **Flowers in the Sky**.

### **FUMIO SUMI, PRODUCER**

**Fumio Sumi**, Manager, Systems Engineering Department for Fujitsu Limited's EXPO '90 Promotion Group, is currently Co-producer for **Echoes of the Sun**, the first IMAX SOLIDO™ film. Sumi graduated from Musashi Institute of Technology and joined Fujitsu in 1968 as a manufacturing industry systems engineer. Since 1982, he has worked in the area of computer graphics. He produced the film **We Are Born of Stars**, fully computer animated and the first OMNIMAX 3D film, for the Fujitsu Pavilion at Tsukuba's EXPO '85.

### **SALLY DUNDAS, PRODUCER**

**Sally Dundas** began her film career with the National Film Board of Canada and joined Imax Systems Corporation in 1986. She has worked as a writer, director and editor but principally as a production manager and producer on feature films, television series and documentaries. Included in her resumé are the award-winning Canadian feature film, **Ticket to Heaven**; and **Escape from Iran**, a CBS television drama. One of the key producers at Imax Systems Corporation, Dundas has worked closely with Roman Kroitor on a number of IMAX films, including **Skyward**, **A Freedom to Move** and **Heart Land**. For the past two years, Dundas has been immersed in the three films Imax Systems Corporation is producing for EXPO '90: **Echoes of the Sun**, **The Last Buffalo** and **Flowers in the Sky**.

### **DR. NELSON MAX, DIRECTOR**

**Dr. Nelson Max**, a world-renowned researcher in computer graphics, is currently Computer Animation Co-director for IMAX SOLIDO™ and a professor of Computer Science at the University of California Davis/Livermore. He worked in the same capacity for **We Are Born of Stars**, the first OMNIMAX 3D film, which premiered at EXPO '85 in Tsukuba, Japan. Dr. Max earned his PhD. in mathematics at Harvard University, is well-published in the field and frequently gives talks about computer graphics animation and scientific visualization. He designed the rendering system, created the renderer used for most of the computer graphics sequences of **Echoes of the Sun** and was the head designer for the "muscle finale" sequence of the film. His research interests include computer animation, scientific visualization, particularly of molecular and biological structures, and realistic computer rendering of natural scenes.

### **DOUGLAS LERNER, TECHNICAL DIRECTOR**

**Douglas Lerner** is currently Technical Director of the EXPO '90 project. Lerner is a former University of California graduate student of Dr. Nelson Max. Lerner graduated with an M.S. degree in Physics from the University of Michigan in Ann Arbor. In 1983 he moved to Japan to work on the EXPO '85 project and has resided there since, working for Fujitsu at Toyo Links, the Fujitsu Social Science Laboratory and, currently, Fujitsu itself. He is also an instructor in computer graphics at Nippon Electronics College in Tokyo. As Technical Director, Mr. Lerner was responsible for organizing the production and technical aspects of the computer graphics sequences of **Echoes of the Sun**. He also designed some special energy representations for the film -- glows for atoms and sparks for electrons. His interests are in science, writing, images and film.

### **NOEL ARCHAMBAULT, STEREOGRAPHER/CAMERA OPERATOR**

**Noel Archambault**, who has always loved and worked with 3D, directed and shot his first film when he was nine years old. He has worked on several independent dramatic and documentary projects, some with the National Film Board's Pacific studio in Vancouver. In 1985, he was hired as the first camera assistant on the NFB production **Transitions**, the first IMAX 3D film for EXPO '86 in Vancouver; in 1986, he worked in the same capacity on the IMAX film **Niagara: Myths, Miracles and Magic**. In 1987, he joined forces with Imax Systems Corporation to further 3D research and to help design a new IMAX 3D camera mount. He was stereographer /camera operator for **The Last Buffalo** and **Echoes of the Sun**, both premiering at Osaka's EXPO '90.

## FOCUS: IMAX 3D®

**ROMAN KROITOR (as above)**

**SALLY DUNDAS (as above)**

**NOEL ARCHAMBAULT (as above)**

### **STEPHEN LOW, DIRECTOR**

Ottawa-born **Stephen Low** has worked in film since 1976. Low gained his initial experience in Newfoundland as a cameraman-editor for television commercials and promotional films. In 1980, he directed and produced the award-winning one-hour documentary **Challenger** with the National Film Board. Low won the distinguished Grierson Award in 1981 for achievement in documentary film. He has since written and directed numerous documentaries which have won awards in New York, San Francisco, Los Angeles, Chicago and Prague. He began working in the IMAX format as a researcher on **Hail Columbia!** Soon after, he directed the IMAX film **Skyward** for EXPO '85 in Tsukuba; he then produced and directed **Beavers**, an award-winning and popular film. His most recent IMAX film is **The Last Buffalo**, which combines Low's passion for wildlife filmmaking with his knowledge about 3D, and is produced for the Suntory Pavilion at EXPO '90.

### **SUSUMU SAKANE, EXECUTIVE PRODUCER**

Born in 1931, **Susumu Sakane** joined Suntory Limited in 1954, after his first job as editor of Japan's leading women's magazine. At Suntory, Sakane worked in the advertising department, producing TV commercials and print ads. In 1964, he joined the newly-established ad agency, Sun-Ad Co., a wholly-owned subsidiary of Suntory Limited. He was heavily involved in the Suntory Pavilion at EXPO '70 in Osaka. He became president of Sun-Ad Co. in 1974 and did award-winning work for numerous clients, including Suntory, Honda and Sony. In 1984, he created a new company, Susumu Sakane and Associates, which initiates many projects. His recent successes include acting as producer for the Suntory Pavilion at EXPO '85 in Tsukuba, Japan; as exhibition producer for the Japanese Government's pavilion at EXPO '86 in Vancouver, Canada; and as a producer for the world's first World Fashion Fair '89 in Osaka, Japan. For EXPO '90, Sakane is the Executive Producer for **The Last Buffalo**, the IMAX 3D film at the Suntory Pavilion.

## **FOCUS: IMAX MAGIC CARPET™**

**ROMAN KROITOR** (as above)

**SALLY DUNDAS** (as above)

### **MICHAEL SCOTT, DIRECTOR**

A veteran filmmaker, **Michael Scott** has directed and produced more than 50 documentary, dramatic and animation films. Born in Winnipeg, Manitoba in 1942, Scott attended the University of Manitoba and Ryerson Polytechnical Institute in Toronto. Scott joined the National Film Board of Canada in 1966, directing his first NFB short film in 1967. His 1975 film **Whistling Smith** was nominated for an Academy Award, best short documentary category. Scott's award-winning projects include **For Gentlemen Only** (three Etrog awards, 1976) and **The Big Snit** (Genie Award, Academy Award nominee.) **Flowers in the Sky**, the film made for the debut of the IMAX MAGIC CARPET™ system was Scott's first IMAX film.

### **CHARLES KONOWAL, PRODUCER**

**Charles Konowal** has worked in film since 1971, specializing in documentary production and cinematography. Konowal has worked as a producer with the National Film Board of Canada since 1984. His films cover a large variety of subjects, from noted Canadian politician Tommy Douglas to Mozambique. He was producer/cineamtographer for **The Defender** (1989), an award-winning documentary about Canadian aviation maverick Bob Diemert. **Flowers in the Sky**, which he produced with Roman Kroitor for the debut of the IMAX MAGIC CARPET™ system, is his first IMAX film.

## **FOCUS: IMAX® TECHNOLOGY**

### **WILLIAM SHAW, SENIOR VICE PRESIDENT**

**William Shaw**, Senior Vice President, joined Ferguson, Kroitor and Kerr in 1968 to design and develop the IMAX® system. Shaw, currently a member of the Office of the C.E.O. and Chairman of the company's Technology Group, is the engineer responsible for the development of the original IMAX® system. He also led the engineering team which subsequently developed OMNIMAX®, OMNIMAX 3D®, IMAX 3D®, IMAX MAGIC CARPET™ and IMAX SOLIDO™. IN 1985, he won the Society of Motion Picture and Television Engineers' John Grierson Medal. In 1986, on behalf of the company, he accepted a Scientific and Engineering Award from the Academy of Motion Picture Arts and Sciences. In 1988, he was honoured with a Gold medal from the Association of Professional Engineers of Ontario (APEO).

### **MICHAEL GIBBON, VICE PRESIDENT, TECHNOLOGY DIVISION**

**Michael Gibbon**, Vice President, Technology Division, leads Imax Systems Corporation's expanding group of technology-oriented departments. These include engineering, camera, theatre design, customer support, manufacturing and research and development. The Technology Division is currently located in Oakville, Ontario but will move in 1991 to a new facility located in Sheridan Park, Mississauga, a research and development community. Prior to joining Imax Systems Corporation as Vice President, Engineering in 1988, Gibbon worked for more than 20 years with GEC and GEC Canada Ltd. where he was responsible for the engineering of the propulsion system electronics used in the Vancouver skytrains and other rapid transit systems.

### **LYNN MCCROSKEY, PRESIDENT AND C.E.O., SONICS ASSOCIATES INC.**

**Lynn McCroskey** is the President and C.E.O. of Sonics Associates Inc., a world leader in ultra high fidelity sound system design. SONICS, a subsidiary of Imax Systems Corporation, is involved in research and development; most recently, the company married digital compact disc sound to the interlock sound systems of IMAX presentation and has recently filed for a multi-part patent on the IMAX SampleLock™ technology. McCroskey is the principal designer of SONICS' TAC-86® audio control system, Oxmoor® DCA-2/RC-16 remote control attenuator system, four-by-four buffer amplifier, DEQ-29 programmable equalizer, and other proprietary sound system components.

## **FOCUS: IMAX SYSTEMS CORPORATION**

### **BILL BREUKELMAN, CHAIRMAN**

**Bill Breukelman**, Chairman and Director, has worked with Imax Systems Corporation since 1970 and has been intimately involved in the company's strategic management and corporate development. Prior to joining Imax Systems Corporation, he was President of Fischer and Porter (Canada) Limited. He then founded and was President of Executronics Limited, where he worked in new ventures, turn-arounds and venture capital financing. He was also a co-founder and President of Sciex Inc., a Canada Enterprise Award winner.

### **GRAEME FERGUSON, PRESIDENT**

**Graeme Ferguson**, co-founder and President of Imax Systems Corporation, is an internationally-recognized filmmaker -- one of the few to be elected to the Royal Academy of the Arts. His contribution was further recognized by the Academy of Canadian Cinema & Television with a Special Achievement Award in 1986, which honoured him as "a filmmaker whose inventiveness, creativity and avant-garde vision have made an extraordinary impact on our cinematic vision of the world." His IMAX and OMNIMAX film **The Dream is Alive**, produced for the Smithsonian Institution's National Air and Space Museum and the Lockheed Corporation, with the cooperation of NASA, has been seen by more than 23 million people since it premiered in 1985. Ferguson is currently producing two more space films for the same partnership; the first of which, **Blue Planet**, will premiere in the fall of 1990.

### **GREG BREEN, VICE PRESIDENT, MARKETING DIVISION**

**Greg Breen** joined Imax Systems Corporation in August, 1987 and became Vice President, Marketing Division in February, 1988. In this capacity, Breen has overall responsibility for the marketing efforts directed at bringing in new theatre business for the company in institutional and leisure markets worldwide, for world's and regional fairs and expositions, and in commercial entertainment markets outside of North America, Europe and Japan. Prior to joining ISC, Breen was Director, Marketing Services, for Procter & Gamble, where he had worked for 20 years in both Canada and the U.S.

### **ANDRÉ PICARD, VICE PRESIDENT, FILM DIVISION**

**André Picard**, Vice President, Film Division, is one of the moving forces behind many of the company's new initiatives for the 1990s. Picard spent ten years in the feature film and public and private broadcasting industries. At Imax Systems Corporation, Picard leads the Film Division's varied activities, including development, production, distribution and sponsorship.





## IMAX® AT EXPO '90: LOOKING TO THE FUTURE

**February 6, 1990:** EXPO '90 in Osaka, Japan is a significant event for Imax Systems Corporation (ISC), the international company which invented and developed the award-winning IMAX giant-screen motion picture systems. Two decades later, ISC returns to the same city where IMAX originally premiered to much critical and public acclaim at EXPO '70.

At EXPO '90, Imax Systems Corporation celebrates the 20th anniversary of IMAX by displaying four systems at four pavilions. The company will premiere MAGIC CARPET™, a new IMAX configuration, at the EXPO '90 Sanwa Midori-Kai Pavilion and unveil a dramatic new 3D system, IMAX SOLIDO™, at the Fujitsu Pavilion.

Together with advanced IMAX 3D, which will dazzle audiences at the Suntory Pavilion, IMAX SOLIDO™ confirms Imax Systems Corporation's place as a world leader in 3D technology.

The fourth pavilion using an IMAX system is the Sankin Kai Heartopia Pavilion, where giant-screen IMAX will delight audiences as it has for 20 years.

Osaka's EXPO '90, the International Garden and Greenery exhibition, will have 32 privately-and publicly-sponsored pavilions and exhibits from 75 countries. Many exhibits will have an environmental focus and, as is true with all major expositions, EXPO '90 will be an arena for innovative new technologies. Organizers predict EXPO '90 will draw 20 million people.

Introducing the prototype for two new experiences at EXPO '90 is an appropriate catalyst for Imax Systems Corporation, now a multi-faceted entertainment company, to begin the new decade. While remaining committed to its core business of theatres in museums and cultural institutions, ISC is also now on the verge of expanding its markets in downtown commercial sites and "destinations," where the company will own and operate its own theatres. Challenging and exploring the IMAX medium is a focus for the 1990s.

All IMAX systems use a 70mm 15-perforation film format, the largest in motion picture history (ten times the size of conventional 35mm); proprietary six-channel, four-way sound systems, the most advanced projector ever built and specially-designed theatres.

Imax Systems Corporation has its corporate headquarters (which includes the Corporate Theatres Development, Film, Finance and Marketing Divisions) in Toronto, Canada, with its Technology Division in nearby Oakville, offices in Europe and Japan and two

subsidiaries in the United States: SONICS Associates Inc., based in Alabama, the world leader in motion picture sound system design and manufacturing; and 70MM Inc./David Keighley Productions Ltd., top in the field of quality assurance and post-production in the IMAX format, based in Los Angeles and Toronto.