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BRANSON IMAX REVEALS NEW CINEMATIC EXPERIENCE

BRANSON, MO — Branson's IMAX Entertainment Complex opened its doors in October of 1993, featuring a state-of-the-art movie experience with IMAX® 15/70 film projection in one of the largest IMAX® theaters in the country. Nearly 22 years later, Branson IMAX has unveiled plans for a \$1.7million renovation and a new cinematic experience, IMAX® with Laser - IMAX's next-generation digital laser projection system.

Sunday, January 17th marked the end of an era, the end of IMAX 15/70 film projection at Branson's IMAX Entertainment Complex, but is also ushering in the most cutting-edge technology available to moviegoers today.

"It's an exciting time for us and our community as we undergo major renovations to the IMAX theater," says Randy Brashers, President of ITEC Attractions. "It has been and will always be our mission to provide the most unique moviegoing experience in the country for our guests. From the beginning, when we were one of the largest IMAX theaters in the country to today, soon to be one of the largest IMAX theaters in the country featuring the IMAX with Laser projection system."

IMAX with Laser represents a quantum leap forward in cinema technology — providing audiences with the sharpest, brightest, clearest and most vivid digital images ever, combined with a whole new level of immersive audio. The technology will enable the Complex to deliver the full array of the highest-quality IMAX digital content available. This will not only further enhance The IMAX Experience® for its patrons, it will also offer the Complex a competitive advantage that can serve as a catalyst for future growth.

Designed from the ground up for IMAX's largest screens, the dual 4K laser projection systems are equipped with a new optical engine and suite of proprietary IMAX technologies capable of projecting an image that fills the entire IMAX screen with maximum resolution and sharpness, unparalleled brightness with presentations in both 2D and 3D, industry leading contrast and an expanded color gamut that will allow film makers to present more vivid colors than ever before. Whites are whiter and blacks are blacker, noticeably sharper to the naked eye. The new system also includes IMAX's next-generation, 12 channel sound technology that delivers even greater power and precision for the ultimate audio immersion. IMAX with Laser delivers audiences unprecedented levels of brightness, contrast, color and sound.

In addition to projection and sound upgrades, the interior of the IMAX theater will undergo major enhancements to further provide guests with the most unique and comfortable movie experience. Ultimate premium seating

will be featured in the theater with three styles of comfort. "Our VIP section will consist of oversized, zero gravity electric recliners, the premiere recliner with ergonomic luxury and comfort. It's like bringing your favorite recliner from home to the movie theater," says Mr. Brashers. "Our general admission seating will be upgraded to high-back rockers and recliners, constructed with the same ergonomic style as our VIP seats".

Another feature that guests will appreciate includes selecting your seats at the time of ticket purchase, either on-line or at the box office. Preassigned seating eliminates long lines and stampedes when the doors open for those Hollywood blockbusters and creates a more relaxing, pleasurable movie experience.

"Branson's IMAX theater will be the biggest, brightest, best theater in the country for the ultimate cinematic experience," says Paul Bluto, owner of ITEC Attractions.

Branson's IMAX Entertainment Complex has closed the IMAX theater portion of the Complex with plans to reopen showcasing the new theater in mid-March.

Other aspects of the Complex including McFarlain's Family Restaurant, shopping and the Elite Cinema III will remain open with "Winter Hours" throughout the renovations.

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FOR MORE INFORMATION ABOUT IMAX LASER, PLEASE VIEW THE FOLLOWING:

[IMAX LASER FEATURETTE](#)

[REVIEW: IMAX WITH LASER](#)

