



IMAX Announces Exclusive Global Laser Technology Partnership With Necsel

June 16, 2014

Leading Laser Light Source Provider Selected as Exclusive Supplier of Lasers for IMAX's Laser Projection Systems

NEW YORK, June 16, 2014 /PRNewswire/ -- IMAX Corporation (NYSE: IMAX; TSX: IMX) today announced an agreement for Necsel to be the exclusive worldwide provider of specified lasers for IMAX's laser projection systems. IMAX's laser projection technology will enable exhibitors to deliver a wide array of digital content – including documentaries and blockbuster films – and further enhance The IMAX Experience® for audiences.



Necsel manufactures customer-specific laser lighting solutions for digital projection and other lighting applications. Necsel's patented technology comprises red, green and blue visible lasers and laser systems that meet critical performance, size and cost requirements for laser cinema projection and a host of specialty lighting uses. Necsel technology will enable the commercial rollout of next-generation digital cinema, large-venue projection, laser-based simulation systems and other forms of lighting.

"Our laser projection solution represents IMAX's largest R&D investment to date and, as part of this development, we have aligned ourselves with only the best worldwide technology partners who share our commitment to innovation and quality," said Robert D. Lister, Chief Business Development Officer, IMAX Corp. "It is clear to us that Necsel not only shares this commitment, but – as the leading global provider of laser light source solutions – it gives us the security of knowing that our groundbreaking laser projection offering is leveraging the capacity and resources of the world's premiere laser manufacturer."

"We are honored to have been selected in this capacity by IMAX," said William Mackenzie, Founder, Chairman & CEO of Necsel. "Necsel's technology is transforming cinema projection and we look forward to helping IMAX redefine the premium movie-going experience with its next-generation laser product. We are committed to contributing our extensive resources and award-winning technology to IMAX's cutting-edge development."

IMAX's next-generation laser projection system is expected to set a new benchmark as the industry's premium entertainment experience. The system incorporates the laser digital intellectual property IMAX exclusively licensed from Eastman Kodak and relies on Barco's best-in-industry system manufacturing expertise. It will enable IMAX's largest screens to deliver the highest-quality digital content available with greater brightness and clarity, a wider color gamut and deeper blacks. IMAX's very first laser projection systems are expected to be rolled out by the end of this year.

About Necsel

An award-winning global organization headquartered in the Silicon Valley, Necsel (www.necsel.com) designs and manufactures high-power visible lasers and laser solutions. With a patented technology portfolio, Necsel has become a leader in visible laser system solutions. Necsel's unique technology is transforming the cinema projection and remote source lighting markets. You may also connect with Necsel on Twitter (www.twitter.com/NecselLaser).

About IMAX Corporation

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 offices in London, Tokyo, Shanghai and Beijing. As of March 31, 2014, there were 840 IMAX theatres (707 commercial multiplexes, 18 commercial destinations and 115 institutions) in 57 countries.

IMAX®, IMAX® 3D, IMAX DMR®, Experience It In IMAX®, An IMAX 3D Experience®, The IMAX Experience®, IMAX Is Believing® and IMAX nXos® are trademarks of IMAX Corporation. More information about the Company can be found at www.imax.com. You may also connect with IMAX on Facebook (www.facebook.com/imax), Twitter (www.twitter.com/imax) and YouTube (www.youtube.com/imaxmovies).

This press release contains forward looking statements that are based on IMAX management's assumptions and existing information and involve certain risks and uncertainties which could cause actual results to differ materially from future results expressed or implied by such forward looking statements. These risks and uncertainties are discussed in IMAX's most recent Annual Report on Form 10-K and most recent Quarterly Reports on Form 10-Q.

For additional information please contact:

Business Media:

IMAX Corporation – New York

Ann Sommerlath

212-821-0155

asommerlath@imax.com

Sloane & Company – New York

Whit Clay

212-446-1864

wclay@sloanep.com

Investors:

IMAX Corporation – New York

Teri Loxam

212-821-0110

tloxam@imax.com

Entertainment Media:

Principal Communications Group – Los Angeles

Melissa Zuckerman/Paul Pflug

323-658-1555

melissa@pcommgroup.com

paul@pcommgroup.com

Logo - <http://photos.prnewswire.com/prnh/20111107/MM01969LOGO>

SOURCE IMAX Corporation