



## The Polar Express: an IMAX 3D Experience Makes Cinematic History as the World's First Hollywood Feature Film in IMAX(R) 3D

November 1, 2004

**Widest Worldwide IMAX Digitally Re-Mastered Release Tickets are on Sale Now at Select IMAX(R) Theatres Opening Starting November 10th**

LOS ANGELES, Nov 1, 2004 /PRNewswire-FirstCall via COMTEX/ -- Warner Bros. Pictures will release The Polar Express: An IMAX 3D Experience, the first Hollywood full-length feature ever converted into IMAX(R) 3D, beginning Wednesday, November 10th. The highly anticipated film is the widest worldwide release ever for an IMAX digitally re-mastered movie, with more than 70 IMAX(R) Theatres opening the film simultaneously with the 35mm release. This breakthrough in filmmaking combines innovative Performance Capture technology, state-of-the-art CGI and the magic of IMAX 3D technology. The resulting 3D images enable audiences to experience the adventure, drama and emotion of The Polar Express with the unparalleled image and sound quality of The IMAX Experience(R). With IMAX 3D, images virtually leap off the IMAX screen with a blend of realism and fantasy unlike anything seen before.

"The Polar Express is the perfect match for the depth and visual impact of IMAX 3D," says Dan Fellman, President of Domestic Theatrical Distribution, Warner Bros. Pictures. "Every scene is dazzlingly vivid and cast on a grand scale. As filmgoers ourselves, we're very excited and proud to offer this state-of-the-art theatrical experience to audiences through our continuing partnership with IMAX. The fact that The Polar Express: An IMAX 3D Experience is the widest IMAX digitally re-mastered release to-date is testament to the excitement building around this spectacular holiday film."

The Polar Express has undergone a process by which the conventional 2D, computer-generated film is converted into 3D and then digitally re-mastered into IMAX's larger than life format using IMAX DMR(R) technology. Once the IMAX DMR process is complete, the film format for The Polar Express: An IMAX 3D Experience will be 10 times larger than its original. With special IMAX 3D glasses, the movie appears to have depth beyond and in front of the screen - adding to the already stunning visual clarity. When combined with the more than 12,000 watts of digital surround sound in IMAX theatres, moviegoers to The Polar Express: An IMAX 3D Experience are guaranteed an immersive and extraordinary cinematic experience.

The Academy Award(R)-winning team of Tom Hanks and director Robert Zemeckis (Forrest Gump, Cast Away) reunite for this inspiring holiday adventure based on the classic Caldecott Medal-winning children's book by Chris Van Allsburg. When a doubting young boy takes an extraordinary train ride to the North Pole, he embarks on a journey of self-discovery that shows him that the wonder of life never fades for those who believe.

The Polar Express: An IMAX 3D Experience will be playing at the following IMAX 3D Theatres, unless otherwise noted:

Opening November 10, 2004

### UNITED STATES

#### California □

- Cathedral City - Desert IMAX Theatre
- Dublin -- Regal Hacienda Crossings IMAX
- Irvine -- Edwards Irvine Spectrum IMAX
- Los Angeles -- IMAX Theatre at The Bridge: cinema de lux
- Los Angeles -- Universal CityWalk IMAX Theatre
- Ontario -- Edwards Ontario Palace IMAX
- San Francisco -- Loews IMAX Theatre at Metreon
- San Jose -- Hackworth IMAX DOME Theatre, The Tech Museum of Innovation
- Santa Clarita -- Edwards Valencia IMAX

#### Colorado □

- Colorado Springs -- Cinemark IMAX Theatre at Cinemark Carefree Circle
- Denver -- UA Colorado Center IMAX Theatre

#### Connecticut □

- Hartford -- IMAX Theatre at Showcase Cinemas Buckland Hills

#### Florida □

- Fort Lauderdale -- Blockbuster IMAX Theater at Museum of Discovery and Science □
- Tampa -- Regal Channelside Cinemas IMAX

Georgia ☐

-- Atlanta -- Regal Mall of Georgia IMAX

Idaho ☐

-- Boise -- Edwards Boise Stadium IMAX

Illinois ☐

-- Chicago -- Navy Pier IMAX Theatre  
-- Lincolnshire -- Regal Lincolnshire IMAX  
-- Woodridge -- Cinemark IMAX Theatre at Seven Bridges

Kentucky ☐

-- Louisville -- IMAX Theatre at Showcase Cinemas Stonybrook

Massachusetts ☐

-- Boston -- Simons IMAX Theatre at the New England Aquarium  
-- Reading - Comcast IMAX 3D Theater at Jordan's Furniture  
-- Natick -- Comcast IMAX 3D Theater at Jordan's Furniture

Michigan ☐

-- Dearborn - The Henry Ford IMAX Theatre  
-- Grand Rapids -- IMAX Theatre at Celebration! Cinema  
-- Lansing -- IMAX Theatre at Celebration! Cinema

Minnesota ☐

-- Apple Valley -- Imation IMAX Theatre at the Minnesota Zoo

Nevada ☐

-- Las Vegas -- Brenden IMAX Theatre at the Palms Casino Resort

New York

-- Buffalo -- Regal Transit Center IMAX  
-- New Rochelle -- Regal New Roc City IMAX  
-- New York -- Loews IMAX Theatre, Lincoln Square  
-- Rochester -- Cinemark IMAX Theatre at Tinseltown USA  
-- West Nyack -- IMAX Theatre at Palisades Center  
-- White Plains - IMAX Theatre at City Center: Cinema de lux

North Carolina

-- Raleigh -- IMAX Theatre at Exploris

Ohio ☐

-- Cincinnati - IMAX Theatre at Showcase Cinemas Springdale

Oklahoma ☐

-- Tulsa -- Cinemark IMAX Theatre at The Tulsa

Pennsylvania ☐

-- King of Prussia -- UA King of Prussia Stadium IMAX  
-- Pittsburgh -- Rangos OMNIMAX Theater at Carnegie Science Center\*\*  
-- South Carolina  
-- Charleston -- The Charleston IMAX Theatre at Aquarium Wharf

Tennessee ☐

-- Nashville -- Regal Opry Mills IMAX

Texas ☐

-- Austin -- IMAX Theater at the Bob Bullock Texas State History Museum  
-- Dallas -- Cinemark IMAX Theatre at Cinemark 17  
-- Houston -- Edwards Houston Marq\*E IMAX  
-- San Antonio -- IMAX Theatre San Antonio Rivercenter

Virginia ☐

-- Hampton -- Riverside 3D IMAX Theater at the Virginia Air & Space Center ☐

Washington ☐

- Seattle -- Pacific Science Center's Boeing IMAX Theater
- Spokane - Riverfront Park IMAX Theatre\*

CANADA ☐

Alberta ☐

- Calgary -- Famous Players IMAX Theatre, Paramount Chinook
- Edmonton -- Famous Players IMAX Theatre, Silver City West Edmonton Mall ☐

British Columbia

- Langley -- Famous Players IMAX Theatre, Colossus Langley
- Richmond -- Famous Players IMAX Theatre, SilverCity

Nova Scotia

- Halifax -- Empire IMAX Theatre

Ontario ☐

- Brampton - Famous Players IMAX Theatre, Silver City
- Mississauga -- Famous Players IMAX Theatre, Coliseum Mississauga
- Toronto -- Famous Players IMAX Theatre, Paramount Toronto
- Woodbridge -- Famous Players IMAX Theatre, Colossus Woodbridge

Quebec ☐

- Montreal -- Famous Players IMAX Theatre, Paramount Montreal

Later Opening Dates

UNITED STATES

Indiana ☐

- Evansville -- Showplace Cinemas IMAX Theatre

EUROPE ☐

Czech Republic

- Prague -- Oskar IMAX Theatre

Poland ☐

- Warsaw -- Panasonic IMAX Theatre

Russia ☐

- Moscow -- Nescafe IMAX Theatre

Spain ☐

- Oviedo -- IMAX Yelmo Cineplex, Los Prados

United Kingdom

- London -- bfi London IMAX Cinema
- Bristol -- IMAX Theatre At-Bristol
- Manchester -- Manchester IMAX at The Printworks

ASIA ☐

India ☐

- Hyderabad - Prasads IMAX Theatre
- Mumbai -- IMAX Adlabs Theatre\*\*

Japan ☐

- Tokyo -- Mercian Shinagawa IMAX Theatre

Thailand ☐

- Bangkok -- Panasonic IMAX Theatre

LATIN AMERICA

Mexico ☐

-- Mexico City - Cinepolis Perisur IMAX Theatre

\* IMAX 2D Theatre

\*\* IMAX 2D Dome Theatre

Check local listings or [IMAX.com](http://www.imax.com) for additional theatres, showtimes and opening dates.

#### About IMAX Corporation

Founded in 1967, IMAX Corporation is one of the world's leading entertainment technology companies. IMAX's businesses include the creation and delivery of the world's best cinematic presentations using proprietary IMAX and IMAX 3D technology, and the development of the highest quality digital production and presentation. IMAX has developed revolutionary technology called IMAX DMR (Digital Re-mastering) that makes it possible for virtually any 35mm film to be transformed into the unparalleled image and sound quality of The IMAX Experience. The IMAX brand is recognized throughout the world for extraordinary and immersive family entertainment experiences. As of September 30, 2004, there were more than 235 IMAX theatres operating in 35 countries.

IMAX(R), IMAX(R) 3D, IMAX DMR(R) and The IMAX Experience(R) are trademarks of IMAX Corporation. More information can be found at <http://www.imax.com>.

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