



IMAX® and Prime Focus Technologies (PFT) expand strategic relationship into the streaming ecosystem

September 13, 2023

PFT to help extend access to IMAX Stream Smart™ Image Optimization Technology across Europe, Asia, and Australia

AMSTERDAM, Sept. 13, 2023 /PRNewswire/ -- Entertainment technology industry leader IMAX Corporation® (NYSE: IMAX) and [PFT](#), the creator of AI-powered technology solutions for the Media and Entertainment (M&E) industry, today announced plans to expand their strategic relationship beyond theatrical and into the streaming ecosystem.

Under the arrangement, IMAX will expand access to its Stream Smart™ technology to PFT customers across Europe, Asia, and Australia. The expanded partnership will dramatically increase the global availability of Stream Smart™, which helps streaming platforms deliver maximum picture quality while significantly reducing distribution and storage costs.

"We are thrilled to deepen our partnership with IMAX, an industry trailblazer with a remarkable legacy of revolutionizing the global entertainment industry," said **Ramki Sankaranarayanan, Global CEO of PFT**. "For over a decade, CLEAR®, our flagship product, has spearheaded digital packaging and delivery services for prominent streaming platforms worldwide. CLEAR® & Stream Smart will help optimize our customers' encoding pipeline, so they deliver better streaming quality while optimizing CDN & storage costs."

"Many of Hollywood's biggest streaming platforms use Stream Smart™ to ensure quality and reduce costs, and we're excited to work with our partners at PFT to extend the reach of our technologies throughout key markets in Europe, Asia, and Australia," said **Vikram Arumilli, General Manager of Streaming and Consumer Technology at IMAX**. "Our suite of streaming technology products, including Stream Smart™, provides a best-in-class service for direct-to-consumer broadcast and streaming companies, and PFT's ability to leverage this for their customers is a win-win for both organizations."

PFT and its parent company, DNEG, are industry leaders providing a full suite of technology and creative solutions, including IMAX post-production and 3D mastering.

IMAX and DNEG joined forces in 2022 for post-production, which included Indian films like [Jawan](#), [Pathaan](#), and [RRR](#). This extended partnership will build upon the established theatrical relationship between IMAX and DNEG to develop a comprehensive video optimization solution. Stream Smart™ is an enterprise software product designed to deliver the best image quality and optimize delivery to unlock cost savings. This product was built from cutting-edge scientific advancements, state-of-the-art engineering, trusted studio relationships, and rooted in a real-world at-scale Emmy®-winning collaboration with Disney Streaming Services and SSIMWAVE.

Stream Smart™ will be the centerpiece of the IMAX showcase at IBC 2023. Sign up to meet with PFT and IMAX Streaming & Consumer Technology group at IBC:

[IMAX](#) will be at booth 3.C67.

[PFT](#) will be at booth 3.C23.

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 systems to connect with audiences in extraordinary ways, making IMAX's network 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 June 30, 2023, there were 1,718 IMAX systems (1,638 commercial multiplexes, 12 commercial destinations, 68 institutional) operating in 87 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970."

IMAX®, IMAX® Dome, IMAX® 3D, IMAX® 3D Dome, Experience It In IMAX®, The IMAX Experience®, An IMAX Experience®, An IMAX 3D Experience®, IMAX DMR®, DMR®, Filmed For IMAX™, IMAX LIVE™, IMAX Enhanced™, IMAX nXos®, SSIMWAVE®, and Films to the Fullest®, are trademarks and trade names of the Company or its subsidiaries that are registered or otherwise protected under laws of various jurisdictions. For more information, visit www.imax.com. You may also connect with IMAX on Instagram (www.instagram.com/imax), Facebook (www.facebook.com/imax), Twitter (www.twitter.com/imax), YouTube (www.youtube.com/imaxmovies), and LinkedIn (www.linkedin.com/imax).

About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of CLEAR® and CLEAR® AI. It offers streaming platforms, studios, and broadcasters transformational AI-led technology and media services powered by the cloud that help them lower their Total Cost of Operations (TCOP) by automating their content supply chain. PFT works with major companies like Walt Disney-owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Warner Media, PBS, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Showtime, HBO, NBCU, TERN International, Disney+ Hotstar, BCCI, Indian Premier League and more.

For more information, visit: www.primefocustechnologies.com.

About DNEG

DNEG (www.dneg.com) is a world-leading visual entertainment services company for the creation of feature film, television, and multiplatform content, with worldwide offices and studios across North America, Europe, Asia, and Australia.

DNEG's critically acclaimed work has earned the company seven Academy Awards® for Best Visual Effects and numerous BAFTA and Primetime EMMY® Awards for its high-quality VFX work. Current and upcoming DNEG projects on behalf of its Hollywood and global studio and production company partners include Spy Kids Armageddon (September 2023), No One Will Save You (September 2023), The Gilded Age S2 (October 2023), Nyad (November 2023), Aquaman and the Lost Kingdom (December 2023), Lift (January 2024), Dune: Part Two (March 2024), Mickey 17 (March 2024), Godzilla x Kong: The New Empire (April 2024), Garfield (May 2024), Borderlands (August 2024), Furiosa (2024), That Christmas, Coyote vs. Acme, The Gorge, and Animal Friends.

Press Contact:

T Shobhana
Senior Vice President and Global Head of Marketing
Prime Focus Technologies
Los Angeles, CA
t.shobhana@primefocus.com

 View original content to download multimedia: <https://www.prnewswire.com/news-releases/imax-and-prime-focus-technologies-pft-expand-strategic-relationship-into-the-streaming-ecosystem-301927008.html>

SOURCE Prime Focus Technologies