



## IMAX Enhanced Program Expanding to Elevate Live Programming

April 4, 2025

*Stream it in IMAX Enhanced Program Brings Together Brand Power and Technology To Deliver The Ultimate Viewing Experience For Live at Home*

LAS VEGAS--(BUSINESS WIRE)--Apr. 4, 2025-- IMAX® Corporation (NYSE: IMAX) today unveiled an expansion of its IMAX Enhanced program —*Stream it in IMAX Enhanced* — designed to meet rising demand from audiences and streamers for premium live event viewing in the home.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250404638716/en/>

 As part of this expansion, IMAX is combining industry-leading technical expertise with proprietary streaming technologies to enhance image and sound at the source, monitor quality in real time, and elevate the in-home experience of live programming. This evolution builds on IMAX's track record of commercial success with studios and streamers — delivering fan-first experiences that over-index in engagement and command premium value at the box office and beyond.

“Audiences across the world see IMAX as the ultimate stamp of quality for their favorite films, events, and experiences — both across our global network and through our in-home IMAX Enhanced program,” said Vikram Arumilli, Senior Vice President and General Manager, Streaming and Consumer Technology, IMAX. “With this expansion, we’re giving live event producers the tools to deliver high-quality programming in real time, bringing The IMAX Experience to fans of sports, music, and other live programming — streamed right to the home.”

*Stream it in IMAX Enhanced* is an end-to-end technology solution that dynamically improves video and audio fidelity for live and on-demand content — from source to audience — using IMAX VisionScience™. This patented technology continuously monitors and optimizes every frame, ensuring a consistent, premium experience for fans, even under live streaming constraints.

While 4K HDR has become the standard for on-demand content, many live broadcasts still lag behind in visual quality. IMAX Enhanced bridges this gap, integrating seamlessly with existing production workflows to elevate color, contrast, and clarity in real time, helping streamers deliver the fidelity fans expect — whether on a 70" TV or a 70-foot screen.

This expanded offering builds on successful demonstrations of IMAX technologies powering live events across the globe — including the 2024 Paris Olympics Opening Ceremony, the League of Legends Championships, and the NBA Finals, delivered live in IMAX locations across the world.

Additionally, when paired with IMAX Enhanced-certified devices, content under the *Stream it in IMAX Enhanced* program delivers even further improvements, bringing fan-favorite live experiences to life like never before.

To learn more about *Stream it in IMAX Enhanced*, visit IMAX at NAB 2025:

- Booth W1401: Explore the IMAX Enhanced program and in-home streaming demonstrations
- AWS Booth W1701: See IMAX VisionScience™ technologies in action for live cloud workflows

### 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 December 31, 2024, there were 1,807 IMAX systems (1,735 commercial multiplexes, 11 commercial destinations, 61 institutional) operating in 90 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”.

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