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Conference Program



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Conference sessions will be recorded. Audience members are advised that attendance at these sessions gives GSCA their implicit permission to be recorded. Private video or audio recording during film presentations or professional sessions is prohibited without prior authorization from GSCA. Industry press has access to all sessions and events. GSCA will not be held responsible for any delegate commentary made in the presence of press/media.

Photography

A photographer and GSCA staff will be taking photos of attendees throughout the conference. These photos may be used in any manner or media, including but not limited to the GSCA website, publications, advertisements, and social media outlets. If you would prefer that your photo not be used for these purposes, please contact Kelly Germain at kelly@giantscreencinema.com.

EVENT SCHEDULE

Friday, September 19: Pre-Conference Day

TIME	EVENT	LOCATION
8:00 am - 8:00 pm	Registration and Information, sponsored by BIG & Digital	Sheraton: Elgin
8:00 am - 8:00 pm	Film Rehearsals	Scotiabank IMAX Theatre and Ontario Science Ctr Omnimax
8:30 am - 11:00 am	Board Meeting (working breakfast meeting)	Sheraton: Wentworth
11:00 am - 12:45 pm	Committee Meetings: · Conference · Marketing & Member Services	Sheraton: · Kenora · Huron
1:00 pm - 2:45 pm	Committee Meetings: · Technical · Lifelong Learning · Professional Development	Sheraton: · Kenora · Wentworth · Dufferin
3:00 pm - 5:00 pm	3D Film Interest Group* (by invitation only)	Sheraton: Simcoe
3:00 pm - 6:00 pm	Giant Screen Industry 101: Best Practices · Exhibitor-Focused Session · Filmmaker-Focused Session	Sheraton: · Dominion North · Dominion South
5:00 pm - 6:00 pm	Distributors' Interest Group* (by invitation only)	Sheraton: Wentworth
6:00 pm - 7:00 pm	New Members and First-Timers Reception (by invitation only)	Sheraton: City Hall

Saturday, September 20: Conference Day 1

TIME	EVENT	LOCATION
	Breakfast on your own	
7:15 am - 8:00 am	Walk to Scotiabank IMAX Theatre	
8:00 am - 11:45 am	Registration and Information, sponsored by BIG & Digital	Scotiabank IMAX Theatre
8:00 am - 8:35 am	<i>Soldiers' Stories</i> (Digital 3D)	Scotiabank IMAX Theatre
8:35 am - 9:10 am	<i>Watermelon Magic 3D</i> (Digital 3D)	Scotiabank IMAX Theatre
9:10 am - 9:55 am	<i>Antarctica 3D: On the Edge</i> (Digital 3D)	Scotiabank IMAX Theatre
9:55 am - 10:40 am	<i>Walking With Dinosaurs: Prehistoric Planet 3D</i> (Digital 3D)	Scotiabank IMAX Theatre
10:40 am - 11:30 am	<i>Tiny Giants 3D</i> (Digital 3D)	Scotiabank IMAX Theatre
11:30 am - 11:45 am	Walk to Sheraton	
11:45 am - 1:15 pm	Members Meeting and Lunch, sponsored by National Geographic	Sheraton: Dominion Ballroom
1:15 pm - 1:30 pm	Walk to Scotiabank IMAX Theatre	
1:30 pm - 5:00 pm	Registration and Information, sponsored by BIG & Digital	Scotiabank IMAX Theatre
1:30 pm - 2:15 pm	<i>Panama Canal 3D: A Land Divided A World United</i> (Digital 3D)	Scotiabank IMAX Theatre
2:15 pm - 3:00 pm	<i>The Great Apes 3D</i> (Digital 3D)	Scotiabank IMAX Theatre
3:00 pm - 5:00 pm	Films in Production (Digital)	Scotiabank IMAX Theatre
5:00 pm - 5:30 pm	Projects in Development	Scotiabank IMAX Theatre
5:30 pm	Walk to Sheraton	
6:00 pm	Buses depart Sheraton for Reception at Ontario Science Ctr	from Richmond entrance
6:40 pm	Welcome Remarks and Award Announcements	Ontario Science Centre Omnimax Theatre
7:00 pm	Opening Reception, sponsored by IMAX Corporation	Ontario Science Centre
8:30 pm	IMAX Hall of Fame Film Presentation: <i>Chronos</i>	OSC Omnimax Theatre
9:30 pm	Final shuttles depart for Sheraton	

*These special interest groups are privately held meetings and are by invitation only. Special interest group meetings are run and managed by GSCA members; however, they are not official GSCA groups.

Sunday, September 21: Conference Day 2

TIME	EVENT	LOCATION
	Breakfast on your own	
8:30 am - 9:00 am	Walk to Scotiabank IMAX Theatre	
9:00 am - 3:00 pm	Registration and Information, sponsored by BIG & Digital	Scotiabank IMAX Theatre
9:00 am - 9:50 am	<i>Secret Ocean 3D</i> (Digital 3D)	Scotiabank IMAX Theatre
9:50 am - 10:40 am	<i>Deepsea Challenge 3D</i> (Digital 3D)	Scotiabank IMAX Theatre
10:40 am - 11:30 am	<i>Aviation: The Invisible Highway</i> (Digital 2D)	Scotiabank IMAX Theatre
11:30 am - 1:15 pm	Euromax Meeting* (by invitation only)	TBA
11:30 am - 1:15 pm	Alternate Content Special Interest Group Meeting* (by invitation only)	TBA
11:30 am - 1:15 pm	Lunch on your own	
1:15 pm - 1:30 pm	Films in Production (15/70)	Scotiabank IMAX Theatre
1:30 pm - 2:45 pm	Giant Screen Wow Moments and Storytelling Session (15/70)	Scotiabank IMAX Theatre
2:45 pm - 3:00 pm	Walk to Sheraton	
3:00 pm - 6:30 pm	Registration and Information, sponsored by BIG & Digital	Sheraton: Lower Concourse
3:00 pm - 3:30 pm	GSCA Audience Research Survey Results Presentation	Sheraton: Osgoode Ballroom
3:30 pm - 4:45 pm	Professional Development Concurrent Sessions · Mastering the Giant Screen Workflow · Alternative Content: What's It All About?	Sheraton: · Sheraton Hall A · Sheraton Osgoode Ballroom
4:45 pm - 5:00 pm	Break, sponsored by IMAX Corporation	Sheraton: Hall D
5:00 pm - 6:30 pm	Marketing, Merlot, and Martinis Professional Development Session (formerly Wake Up to Great Mktg.), sponsored by IMAX Corporation	Sheraton: Osgoode Ballroom
6:30 pm	Walk to Scotiabank IMAX Theatre	
6:45 pm - 7:30 pm	MacGillivray Freeman Films Sponsored Reception	Scotiabank IMAX Theatre
7:30 pm - 8:30 pm	<i>Humpback Whales</i> digital fine cut screening, sponsored by MacGillivray Freeman Films	Scotiabank IMAX Theatre
8:30 pm	Evening on your own	

Monday, September 22: Please note there are both flat screen presentations at the Scotiabank IMAX Theatre and dome screen presentations at the Ontario Science Centre throughout the day. The first part of the day's schedule is listed below by screen type. Trade show exhibitors may set up 8:00 am - 4:00 pm in the Sheraton Osgoode Ballroom.

Monday, September 22: Conference Day 3 - FLAT SCREEN PRESENTATIONS

TIME	EVENT	LOCATION
	Breakfast on your own	
8:30 am	Walk to Scotiabank IMAX Theatre for films on the flat screen	
8:45 am - 3:00 pm	Registration and Information, sponsored by BIG & Digital	Scotiabank IMAX Theatre
8:45 am - 9:45 am	<i>D-Day: Normandy 1944</i> (15/70 3D)	Scotiabank IMAX Theatre
9:45 am - 10:45 am	<i>Journey to the South Pacific</i> (15/70 3D)	Scotiabank IMAX Theatre
10:45 am - 11:45 am	<i>Island of Lemurs: Madagascar</i> (15/70 3D)	Scotiabank IMAX Theatre
11:45 am - 12:45 pm	<i>Wonders of the Arctic</i> (15/70 3D)	Scotiabank IMAX Theatre
12:45 pm - 2:00 pm	Scotiabank delegates: Lunch on your own	
2:00 pm - 3:00 pm	<i>Pandas: The Journey Home</i> (Digital 3D)	Scotiabank IMAX Theatre
3:00 pm	Walk to Sheraton	

See "All Delegates" section below for the rest of the day's schedule

EVENT SCHEDULE

Monday, September 22: Conference Day 3 - DOME PRESENTATIONS

TIME	EVENT	LOCATION
	Breakfast on your own	
7:30 am	Shuttles begin departing Sheraton for dome films at OSC	from Richmond entrance
8:00 am - 3:00 pm	Registration and Information, sponsored by BIG & Digital	Ontario Science Centre
8:00 am - 9:00 am	<i>Mysteries of the Unseen World</i>	Ontario Science Ctr Omnimax
9:00 am - 10:00 am	<i>Pandas: The Journey Home</i>	Ontario Science Ctr Omnimax
10:00 am - 11:00 am	<i>Wonders of the Arctic</i>	Ontario Science Ctr Omnimax
11:00 am - 12:45 pm	The Digital Pathway for Domes Session (includes lunch)	Ontario Science Centre: Telus Room
12:45 pm - 1:45 pm	<i>Island of Lemurs: Madagascar</i>	Ontario Science Ctr Omnimax
1:45 pm - 2:45 pm	<i>Journey to the South Pacific</i>	Ontario Science Ctr Omnimax
2:45 pm - 3:30 pm	<i>D-Day: Normandy 1944</i>	Ontario Science Ctr Omnimax
3:30 pm	Final shuttles depart from OSC to return to Sheraton	

See "All Delegates" section below for the rest of the day's schedule

Monday, September 22: Conference Day 3: ALL DELEGATES

TIME	EVENT	LOCATION
4:00 pm - 8:00 pm	Registration and Information, sponsored by BIG & Digital	Sheraton: Osgoode Ballroom Foyer
4:00 pm - 8:00 pm	Trade Show with cocktails and hors d'oeuvres	Sheraton: Osgoode Ballroom
8:00 pm - 12:00 am	Trade Show tear down (exhibitors only)	
8:00 pm - 9:30 pm	GSCA Board Meeting (working dinner)	Sheraton: Willow East, 22nd Floor
8:00 pm	Dinner on your own	
9:30 pm - 1:00 am	GSCA Party, sponsored by FotoKem	Hard Rock Café

Tuesday, September 23: Conference Day 4

TIME	EVENT	LOCATION
	Breakfast on your own	
8:15 am	Shuttles depart Sheraton for technical session; will run between Sheraton and Queensway theatre throughout the day	from Richmond entrance
9:00 am - 6:00 pm	Registration and Information, sponsored by BIG & Digital	Cineplex Cinemas Queensway
9:00 am - 12:45 pm	Technical Session, sponsored by Christie & Electrosonic <ul style="list-style-type: none"> • Laser Landscape Panel • Laser Demonstration presented by Christie, Electrosonic • Dolby Atmos Sound Presentation • Bringing Back Our Wide Shots • High Frame Rate Demo • 3D for the Giant Screen • UFOTOG 	Cineplex Cinemas Queensway
12:45 pm - 2:00 pm	Lunch on your own	
2:00 pm - 2:30 pm	<i>Star Spangled Banner: Anthem of Liberty</i> (Digital 3D)	Cineplex Cinemas Queensway
2:30 pm - 3:15 pm	<i>Antarctica's Penguin Emperors</i> (Digital 3D)	Cineplex Cinemas Queensway
3:15 pm - 3:45 pm	<i>Dark Universe</i> (Digital 3D)	Cineplex Cinemas Queensway
3:45 pm - 4:30 pm	<i>Remnants</i> (Digital 2D)	Cineplex Cinemas Queensway
4:30 pm - 5:15 pm	<i>Navy Legend of the Golden Dolphin</i> (Digital 3D)	Cineplex Cinemas Queensway
5:15 pm - 6:00 pm	<i>The Life of Trees</i> (Digital 3D)	Cineplex Cinemas Queensway
6:15 pm	Final shuttles return to Sheraton	



The Ontario Science Centre



SHERATON CENTRE
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GSCA conference hotel and site of professional development sessions, committee meetings, trade show, member lunch, and special interest group meetings



ONTARIO SCIENCE CENTRE
770 Don Mills Road, Toronto
416-696-1000

Site for the opening reception on Sept. 20 and dome screenings on Sept. 22



CINEPLEX SCOTIABANK IMAX THEATRE
259 Richmond St W, Toronto,
416-368-5600

Site for flat screen film presentations on Sept. 20-22 and GS Wow Moments session



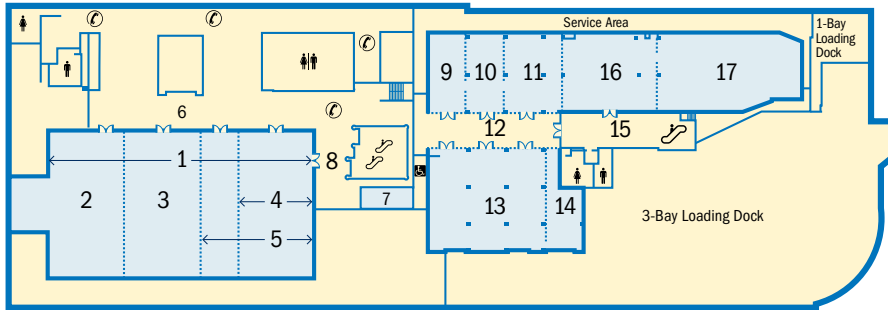
CINEPLEX CINEMAS QUEENSWAY
1025 The Queensway, Etobicoke
416-503-0424

Site for the technical session and film screenings on Sept. 23. Cineplex Queensway is 13.6 km (8.5 miles) southwest of the Sheraton via the Gardner Expressway W.



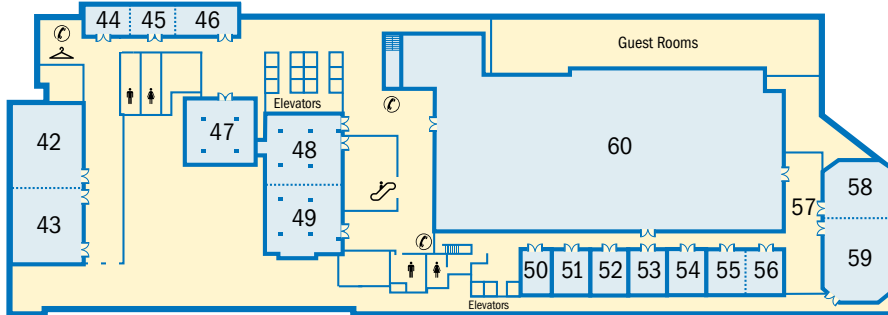
HARD ROCK CAFÉ
279 Yonge St, Toronto
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GSCA party on Sept. 22

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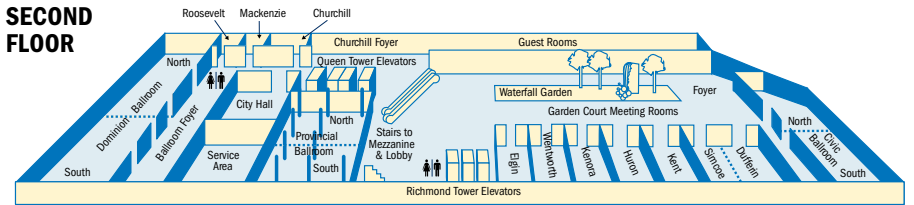
- 8 Vide Foyer
- 9 Sheraton Hall A
- 12 Sheraton Hall D
- 15 Osgood Foyer
- 16-17 Osgood Ballroom



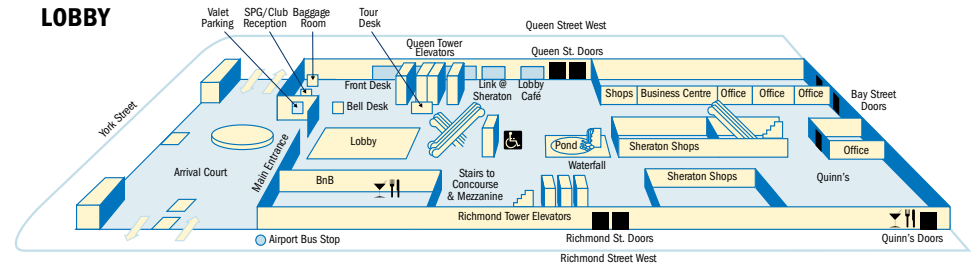
SECOND FLOOR

- 42 Dominion Ballroom North
- 43 Dominion Ballroom South
- 47 City Hall
- 50 Elgin
- 51 Wentworth
- 52 Kenora
- 53 Huron
- 55 Simcoe
- 56 Dufferin

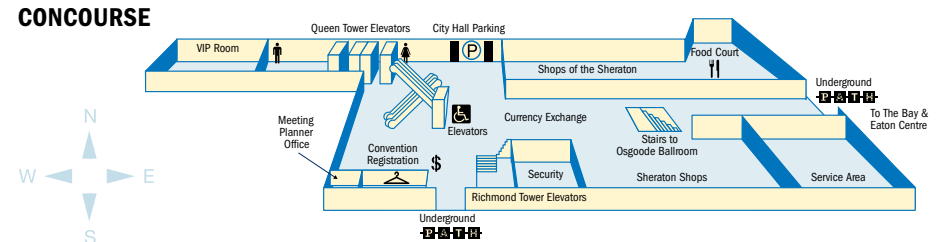
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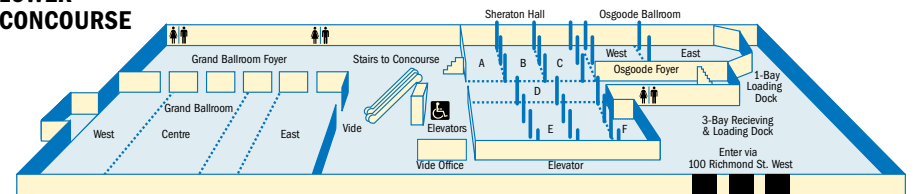
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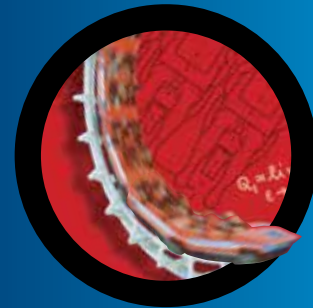
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Plenary Sessions

Giant Screen 101: Best Practices

Friday, September 19, 3:00 pm - 6:00 pm

Sheraton: Dominion North and South

MODERATOR: Diane Carlson, Pacific Science Center

Veteran content creators, new filmmakers, and production staff, as well as exhibitors—in fact, all industry professionals—are invited to participate in this launch program to the annual conference. This session is consistently one of the top-rated programs. This year's program will allow for more discussion and questions from the audience than ever before. Industry veterans will be encouraged to share ideas from the floor and the environment will be warm and welcoming to newcomers.

The session's first hour will feature an engaging and informative overview of the giant screen industry and its evolution.

After a break, the participants will have the option to join one of two concurrent sessions. One session will focus on giant screen production and postproduction techniques and tips from a distinguished panel of directors, producers, camera operators, editors, sound designers, and production supervisors. Following the panel discussion and Q&A, there will be a demonstration of IMAX's new digital cameras by IMAX technicians.

The other concurrent session will explore best practices in theater marketing, business, and operations. There will be ample opportunity for interaction with audience members.

Filmmaker-Focused Session

Sheraton: Dominion South

Tips from the Titans: Giant Screen Veterans Share Tips for Success

MODERATORS: Christian Fry, director of Air Racers; Daniel Ferguson, director of Jerusalem

PRESENTERS: James Neihouse, director of photography; Brian Eimer, ImagesInSound; Myles Connolly, 360-Media

Giant screen veterans share their thoughts on creating memorable giant screen experiences. Attendees will hear from a cinematographer, a location sound recordist/designer, a picture editor, and a writer. Each panelist will be invited to show clips from some of their films (on a large 3D monitor). In addition, IMAX Corporation will provide a demo of their new 4K lightweight digital camera, recently used on *Island of Lemurs: Madagascar* and *Transformers 4: Age of Extinction*. The discussion will be co-moderated by first time giant screen directors, Christian Fry (*Air Racers*) and Daniel Ferguson (*Jerusalem*).

Exhibitor-Focused Session

Sheraton: Dominion North

PRESENTERS: Diane Carlson, Pacific Science Center; Paul Wild, IMAX Theatre in the Royal BC Museum; Toby Mensforth, Event Network

Diane Carlson from Pacific Science Center will moderate the session and set the stage for an informative afternoon that is warm and welcoming to first-time attendees as well as veterans. She welcomes audience participation and questions.

Paul Wild from Victoria's IMAX Theatre at the Royal BC Museum will share his experience in presenting both film and digital programming in the same day with his projectors on a rail system. Learn about the technical and logistical aspects of this equipment usage, including minimizing the transition time between each technology.

Toby Mensforth draws on his extensive giant screen theater and earned-revenue experience to delve into the financial aspects of theater operations. How to maximize revenue, lower costs and set budgets? How many shows a day to program? How to maximize concessions revenue?

Giant Screen Wow Moments and Storytelling

Sunday, September 21, 1:30 pm - 2:45 pm

Scotiabank IMAX Theatre

MODERATOR: Daniel Ferguson, director of Jerusalem

PRESENTERS: Stephen Low, *The Stephen Low Company*; Greg MacGillivray, *MacGillivray Freeman Films*; Toni Myers, *IMAX Corporation*

Three acclaimed giant screen directors will present sequences from films that they think best illustrate the special nature of the giant screen film experience. Each will choose one "wow moment" from their own library and one from each of the other presenters. Discussion will focus on how these indelible moments were created and how storytelling for this format is unique.

GSCA Audience Research Survey Results

Sunday, September 21, 3:00 pm - 3:30 pm

Sheraton: Osgood Ballroom

PRESENTER: Rich Swietek, Friendly Giant Marketing

The GSCA has undertaken a major research initiative in 2014, spanning 10 countries and more than 1,500 data points from audience members who've experienced a giant screen film in the last three months. Come to this session for an in-depth overview of the most interesting and exciting findings. Confirm your thinking on certain topics. Rethink your position on others. We have surprising results to share and discuss with those who make films, distribute them, and program them.

Marketing, Merlot, and Martinis

(Formerly Wake Up to Great Marketing Ideas)

Sunday, September 21, 5:00 pm - 6:30 pm

Sheraton: Osgood Ballroom

Sponsored by IMAX Corporation

MODERATOR: Rich Swietek, Friendly Giant Marketing

PRESENTERS: Kim Cavendish, *Museum of Discovery and Science*; Mark Bretherton, *IMAX Theatres Australia*; Corinna Graham, *Museum of Science, Boston*; Jackie Mollet, *Saint Louis Science Center*

The popular "Wake Up to Great Marketing Ideas" session has a new time slot and a new name this year. But as always it will deliver the most ideas per minute—ideas you can put to work for your theater. Ideas from past sessions—like a kids' film review—have been

successfully replicated at other theaters. Join moderator Rich Swietek of Friendly Giant Marketing as we toast exhibitors sharing their most successful ideas of the past year. Members of the audience will have the opportunity to contribute to the dialog as well. Join us for what promises to be a happy hour of marketing inspiration and meeting colleagues.

Enhance the Visitor Experience, Increase Attendance and Gain Friends Through Community Partnerships

Learn from Kim Cavendish how the Museum of Discovery and Science created a Polynesian Culture Festival for the opening of *Journey to the South Pacific 3D* through community partners.

A Creative Facebook Contest from Down Under

Learn how Mark Bretherton of Sydney, Australia, used a Facebook contest to generate interest in new potential IMAX theater-goers and captured a database to mine for the future.

#findthepanda in Boston

See how the Museum of Science used costume characters with social media to generate interest and audience.

How D-Day: Normandy 1944 Connected a Theater with a Community

Jackie Mollet will discuss how this film brought the Saint Louis Science Center together with an amazing community of people.

The Digital Pathway for Domes

Monday, September 22, 11:00 am - 12:45 pm
Ontario Science Centre: Telus Room

MODERATOR: Paul Fraser, *Blaze Digital Cinema Works*

TECHNOLOGY PANEL: Brian Bonnick, *IMAX Corporation*; Ed Lantz, *Vortex Immersion Media*
THEATER PANEL: Jon Loos, *Washington Pavilion of Arts and Sciences*; Steen Bjerre, *Tycho Brahe Planetarium*; Jackie Mollet, *Saint Louis Science Center*

FILMMAKER PANEL: Jonathan Barker, *SK Films*; Greg MacGillivray, *MacGillivray Freeman Films*; Michael Daut, *Evans & Sutherland*

Very few giant screen dome theaters have replaced their film systems with digital (outside of Japan). Why is that? What is the pathway to digital for the giant screen film-based domes? Only two giant screen domes have converted to DCI digital so far. Some have replaced their film projectors with full-dome systems, and a few other domes have added digital flat screen 3D systems while continuing to use their 15/70 film projectors. This session will explore the current obstacles, options, and opportunities for film-based giant screen domes in their digital transition. To fully address the issues, there will be three consecutive panel discussions, each one including representatives from different functions within the industry: (1) dome theaters (2) technology experts, and (3) film producers/distributors.

Concurrent Sessions

Sunday, September 21, 3:30 pm - 4:45 pm
Sheraton (rooms for each session listed below)

Alternative Content: What's It All About?

Sheraton: Osgood Ballroom

MODERATORS: Paul Fraser, Blaze Digital Cinema Works; Kim Nickels

PRESENTERS: Kim Nickels; Tim Hazlehurst, Marbles Kids Museum; Katy Burgwyn, Marbles Kids Museum; Chris Loynd, Maritime Aquarium at Norwalk; Kent Maahs, Science Center of Iowa; Chris Hurtubise, COSI

The words "alternative content" are being heard more and more in our industry as exhibitors search for ways to supplement traditional revenue streams as well as make the most of their new digital projection systems' capabilities. Hear from a panel of your peers about their experiences with several emerging programming options: Hollywood repertory films, live streaming events, cable/satellite TV programming, local filmmaker events, kids' programming, and video gaming. Each panelist will discuss how the content fits into their daily schedule, the licensing process, content format/technical

capabilities needed in the booth, target audience, marketing, and any ancillary benefits/opportunities. This session will be structured to allow for ample time for Q&A.

Cable/Satellite TV Programming: "So I can show cable TV shows on my new digital projection system. Do I want to?" Kim Nickels will talk about the pros and cons of the Putnam Museum's experience in Davenport, Iowa.

Concerts: The 50- and 60-somethings can be a nostalgic bunch for sure. There are some great concerts available on DCP, from The Doors to Led Zeppelin, that really draw the crowds. Kim Nickels, formerly of the Putnam Museum, will explain more.

Local Filmmaker Events: Marbles Kids Museum in Raleigh, North Carolina, is hosting premiere screenings for local filmmakers. Tim Hazlehurst will talk about how he is making DCPs for these filmmakers and how the screenings are used to promote his theater.

Kids' Programming: Young families are the core of museum visitation, so content is specifically targeted for the youngest moviegoers to draw them to the theater and sell the giant screen experience. Marbles Kids Museum created a successful package for families to enjoy a first giant screen experience ... and more. Katy Burgwyn from Marbles Kids Museum will break down the elements of what worked and what didn't.

Video Gaming: "Everybody was Kung Fu fighting big time, playing the *Kung Fu Panda* video game to promote the IMAX® movie. The idea of playing Xbox® on our giant screen with 10,000-watt sound effects drew major media coverage." Chris Loynd, Marketing Director of The Maritime Aquarium at Norwalk, will explain more.

Hollywood Repertory Films: COSI in Columbus, Ohio, has two years of experience running a summer movie series featuring Hollywood repertory content. Chris Hurtubise will give the inside scoop on this type of alternative programming and what they are learning from this experience.

Live Surgery: How do you mend a broken heart? Televising your bypass surgery! The Science Center of Iowa has hosted "Live from the Heart" for the past four years, and Kent Maahs will update everyone on a fascinating and educational new use of your theater and classrooms.

Mastering the Giant Screen Workflow

Sheraton: Hall A

MODERATOR: Christian Fry, Pretend Entertainment
PANELISTS: Sean MacLeod Philips, ASC, DOP of *Mysteries of the Unseen World*; Rick Gordon, RPG Productions; Andrew Oran, FotoKem; Alexis Cadorette-Vignau, Post Production Supervisor on *Jerusalem*

With the recent explosion of digital giant screen production and postproduction tools, producers and distributors are confronted with

often overwhelming choices: Film or digital? 2D or 3D? What camera for what task? Digital intermediate or contact print from original negative? At which resolution should I scan? How much sharpening do I need?

This session will unpack the workflow choices facing the GS filmmaker in an easily understandable way. Using examples from recent releases, directors, producers, and postproduction supervisors explain why they made particular choices to ensure the best quality and why in some cases they might do it differently next time. The session will bring to light the work of the GSCA P3W (Production and Postproduction Workflow) Task Force of the Technical Committee in creating a working document for the industry outlining common production and postproduction pipelines.

The advertisement features a dark background with a film strip graphic at the top left. The text is arranged in a vertical stack. At the top, it says "Sound That Tells a Story" in a white serif font, with the website "www.ImagesInSound.com" below it. The main title "IMAGES IN SOUND" is in a large, bold, white serif font. Below that, the words "Creativity Dedication Experience" are written in a large, white, sans-serif font. At the bottom, it says "Award Winning Audio Post Production" in a white serif font, and "Contact Brian Eimer at 416-571-7476 ext.1, Brian@ImagesInSound.com" in a smaller white sans-serif font.

CHRISTIE® ELECTROSONIC

Sponsored by Christie and Electrosonic

Tuesday, September 23 ■ 9:00 am – 12:45 pm ■ Cineplex Cinemas Queensway

Laser Landscape Panel

PANELISTS: *Martin Howe, TEQ4; Paul Fraser, Blaze Digital Cinema Works; Greg Niven, LIPA (Laser Illuminated Projector Association)*

Christie Laser Projection Demo

Clips from educational documentary films as well as Hollywood blockbusters will be projected at over 90,000 lumens (brightness) and 4K resolution by the Christie 6p laser projection system—which delivers more than three times the light output compared to current lamp-based digital projectors.

Dolby Atmos Presentation

With Dolby Atmos®, filmmakers can position and move sounds precisely anywhere in a theater—even overhead—to heighten the realism and impact of every scene. It has over 10 times the resolution than 5.1 standard sound, enhancing clarity in dialogue and music. Dolby Atmos recreates the way sound behaves in real life and brings that experience to theatres. This demo will feature Dolby Atmos-mixed trailers and clips that guarantee to put you in the center of the action.

Bringing Back Our Wide Shots

MODERATOR: *James Neihouse, Cinematographer*

Since its inception, the giant screen's stock in trade has been the ability to take the audience to places they couldn't or, in some cases, wouldn't go. This was accomplished through the presentation of pristinely clear, highly detailed images. With the move toward digital capture for the giant screen, these traditional wide shots and aerials have suffered.

The GSCA Technical Committee commissioned a series of digital camera evaluation tests, the first of which were shot this summer in Los Angeles. Thanks to many dedicated industry professionals, this session will compare footage from five of the top digital camera systems on the market today, along with a 15-perf/65mm film camera. The digital cameras tested were the Sony F-65, RED Dragon, RED Epic, Arri Alexa XT (open gate), and the Canon C500.

High-Frame-Rate Demo

Frame rate refers to the number of images displayed by a projector within one second, and 24 frames per second (FPS) is still the standard—almost a century since the advent of “talkies.” High-frame-rate (HFR) movies record and play visuals at twice or more the rate of that seen in today's cinemas, meaning less flicker, motion blur, and stuttered movement.

Christie has been leading efforts to take 3D HFR digital cinema from concept into the mass market, working with industry technical partners and the technology's most celebrated proponent, *Avatar* director James Cameron.

Cameron has worked with Christie and other technical partners on this groundbreaking “proof of concept” footage. Scenes will be shown back-to-back in 3D at 24, 48, and 60 frames per second. Multiple versions will be shown of the same takes to demonstrate the impact of HFR on some of the biggest visual challenges facing cinematographers.

The ultimate 3D laser cinema experience

View the Christie 6P laser projection demo at GSCA

Cineplex Cinemas Queensway, Toronto | Tuesday, September 23 | 9am-12pm

For more information after the demo, please contact Electrosonic

1.818.333.3604 | info@electrosonic.com | electrosonic.com

ELECTROSONIC

CHRISTIE®



TECHNICAL SESSION

3D for the Giant Screen

MODERATOR: *Phil Streater, Principal Large Format*

The giant screen is celebrated as offering the superior, immersive 3D experience above all other formats. Whether you are a filmmaker, film distributor, or a film exhibitor, we all share a goal to ensure that our giant screens continue to be the home of premium 3D.

But is all 3D imagery equal? Why does some 3D make our eyes hurt? What needs to happen in the filmmaking process, both when shooting and in postproduction, to correct and balance the 3D experience?

Specially shot material will be post-produced using the industry standard Mistika online finishing system, and the resulting clips will reveal the latest tools and techniques. By showing both good and bad 3D examples, the session will also leave you, the professional audience of filmmakers, distributors, and theater managers, better equipped to watch and enjoy 3D with a critical eye. The session perfectly feeds into a bigger picture of how the giant screen industry will, or at least has the potential to, continue to deliver the definitive 3D experience.

The session will be led by Phil Streater. Phil was the producer of *Bugs! 3D* and was the Stereo Supervisor on *Meerkats 3D* and *Tiny Giants 3D*. Other 3D credits include *The*

London Eye 4D Experience, *Carmen in 3D* and *Madam Butterfly 3D*. Phil also devised and ran the Advanced 3D: The National Stereoscopic Training Programme in the UK in 2010/2011, funded by Skillset and Sky 3D.

UFOTOG

PRESENTER: *Douglas Trumbull*

UFOTOG is a 12-minute dramatic demonstration of a new 3D 4K 120 fps giant screen process called MAGI, written and directed by Douglas Trumbull. The story is about a young high-tech entrepreneur who believes he can photograph a UFO using sophisticated electro-optical telescopic systems.

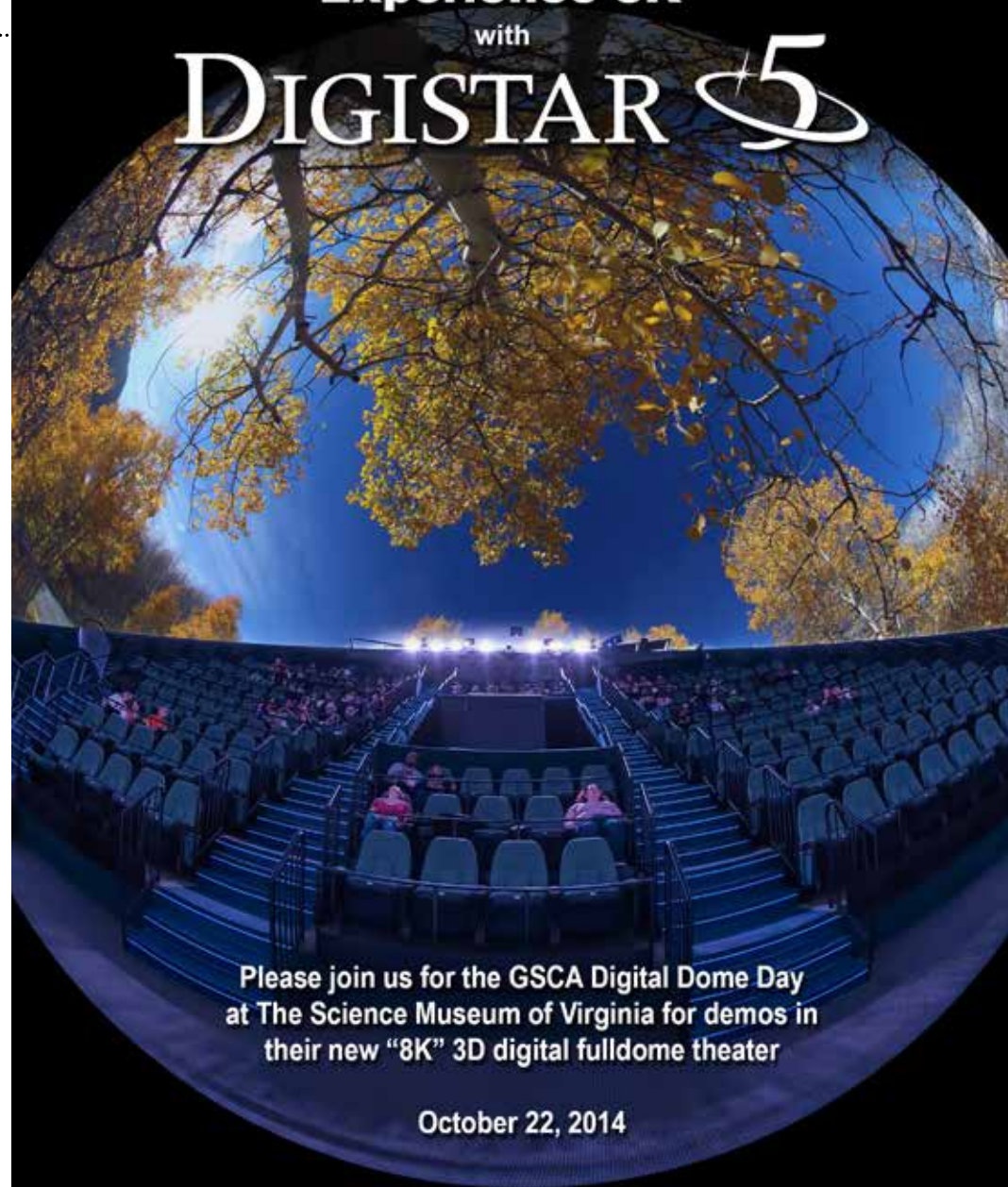
Created in collaboration with Christie Digital and Dolby Laboratories, the movie explores a new form of cinematic language and immersive experience. The MAGI process includes stereoscopic photography and projection in 4K resolution at 120 frames per second, projected at 14 foot lamberts. The aspect ratio is 17:9. The movie has been mixed in Dolby Atmos and can also run in 7.1 or 5.1 stereo.

An important aspect of the process is the ability to shoot 4K 120 fps stereoscopic with a single camera, thus facilitating a broad range of content, and the content can be projected by a single Christie Mirage 4KLH projector or dual 6P system.

Experience 8K

with

DIGISTAR 5



Please join us for the GSCA Digital Dome Day at The Science Museum of Virginia for demos in their new "8K" 3D digital full dome theater

October 22, 2014





Antarctica 3D: On the Edge

Presented in digital 3D
on the flat screen

RELEASE DATE: **Fall 2014**

FORMATS: **2D, 3D, DCI-compliant Digital, IMAX Digital**

LENGTH: **20:00 and 40:00**

PRODUCER: **Oceans 8 Films, DQBD Films and Giant Screen Films**

DISTRIBUTOR: **Giant Screen Films and D3D Cinema**

CONTACT: **Tom Rooney, trooney@gsfilms.com**

With a reputation as cold, forbidding, and remote, Antarctica can also be a fragile place, home to an incredible variety of life along its edges. Join National Geographic explorer Jon Bowermaster as he and his team travel along the continent's frozen coastline in *Antarctica 3D: On The Edge*. The adventurers explore by sea kayak, ice-worthy sailboat, and on foot to gain an up-close look and attempt to better understand just how the seventh continent is changing—and in some parts changing very fast—in part due to a warming ocean. Meet scientists and the wildlife they study up-close and learn about the history of exploration and the continent's future. From its place anchoring the bottom of the globe, Antarctica might seem too frozen to have any impact on the rest of the planet. But the very fact that it is constantly changing—the sea around it freezing and thawing every year—makes it the planet's beating heart, its rhythm intimately influencing the earth's weather, ocean currents and climate.



Antarctica's Penguin Emperors

Presented in digital 3D
on the flat screen

RELEASE DATE: **2014**

FORMATS: **3D, DCI-compliant Digital, 2K Digital**

LENGTH: **37:02 and 20:00**

PRODUCER: **MBC**

DISTRIBUTOR: **K2 Communications**

CONTACT: **Mark Kresser,**

mark_kresser@k2communications.com

This family friendly film was shot on location in Antarctica, the southernmost region on the planet. The story follows a colony of Emperor Penguins as they emerge from the sea and begin their long march 60 miles inland during the cold winter in a race to provide food for their newly hatched chicks. Presented in stunning 3D, this true-life tale will warm the hearts of audiences as they witness the hardships and sacrifices of these curious creatures in their fascinating triumph over the elements.



Aviation: The Invisible Highway

Presented in digital 2D
on the flat screen

RELEASE DATE: **Early 2015**

FORMATS: **2D, 15/70, IMAX Digital**

LENGTH: **47:00**

PRODUCER: **Terwilliger Productions**

DISTRIBUTOR: **To be determined**

CONTACT: **Brian Terwilliger,**

brian@terwilligerproductions.com

Aviation: The Invisible Highway is a story about how the airplane has changed the world. Filmed in 18 countries across all 7 continents, it renews our appreciation for one of the most extraordinary and awe-inspiring aspects of the modern world. The film is produced and directed by Brian J. Terwilliger (*One Six Right*), narrated by Harrison Ford, and features an original score by Academy Award-winning composer James Horner.



Dark Universe

Presented in digital 3D
on the flat screen

RELEASE DATE: **October 1, 2014**

FORMATS: **3D, DCI-compliant Digital**

LENGTH: **25:15**

PRODUCER/DISTRIBUTOR:
American Museum of Natural History

CONTACT: **Matt Heenan, mheenan@amnh.org**

Rendered in 4K and released for the first time in 3D for giant screens, the American Museum of Natural History's latest space show *Dark Universe* celebrates the pivotal discoveries that have led us to greater knowledge of the structure and history of the universe—and to new frontiers for exploration. Narrated by Neil deGrasse Tyson, *Dark Universe* whisks audiences out of the Milky Way galaxy, drops them alongside a parachute descending through Jupiter's atmosphere, and brings them all the way to the afterglow of the Big Bang while revealing the breakthroughs that have led astronomers to confront two great cosmic mysteries: dark matter and dark energy. In stunningly detailed scenes based on authentic scientific data—including an astonishing look at our universe in 3D and innovative visualizations of unobservable dark matter—*Dark Universe* explores a new age of cosmic discovery and reveals the mysteries that have been brought to light so far. *Dark Universe* was released for full-dome digital display in November 2013, and was developed by the American Museum of Natural History, New York (www.amnh.org), in collaboration with the California Academy of Sciences, San Francisco, and GOTO INC, Tokyo, Japan.



D-Day: Normandy 1944

Presented in 15/70 3D flat
screen and 15/70 dome

RELEASE DATE: **March 2014**

FORMATS: **2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70**

LENGTH: **43:00**

PRODUCER: **N3D LAND Films**

DISTRIBUTOR: **3D Entertainment Distribution**

CONTACT: **Francois Mantello, fmantello@3defilms.com**

June 6, 1944: The largest Allied operation of World War II began in Normandy, France. Yet, few know in detail exactly why and how, from the end of 1943 through August 1944, this region became the most important location in

the world. Blending multiple cinematographic techniques, including animation, CGI and stunning live-action images in 3D, *D-Day 3D: Normandy 1944* brings this monumental event to the world's largest screens for the first time ever. Audiences of all ages, including new generations, will discover from a new perspective how this landing changed the world. Exploring history, military strategy, science, technology and human values, the film will educate and appeal to all. Narrated by Tom Brokaw, *D-Day 3D: Normandy 1944* pays tribute to those who gave their lives for our freedom... A duty of memory, a duty of gratitude.



Deepsea Challenge 3D

Presented in digital 3D
on the flat screen

RELEASE DATE: **January 2015**

FORMATS: **2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital**

LENGTH: **38:55**

PRODUCER: **Beyond Productions, Earthship**

National Geographic

DISTRIBUTOR: **National Geographic Studios**

CONTACT: **Mark Katz, mkatz@ngs.org**

Deepsea Challenge follows the dramatic story of Academy Award-winning director James Cameron's personal odyssey as he undertakes an expedition of historic proportions and extreme personal danger to the ocean's deepest point.



The Great Apes 3D

Presented in digital 3D
on the flat screen

RELEASE DATE: **October 2014**

FORMATS: **3D, DCI-compliant Digital**

LENGTH: **40:00**

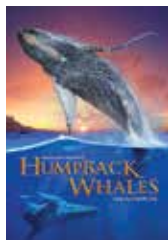
PRODUCER: **VisionQuest Entertainment**

DISTRIBUTOR: **nWave Pictures Distribution**

CONTACT: **Janine Baker, sales@nWave.com**

NEW FILMS

nWave Pictures Distribution presents a digitally enhanced version of *The Great Apes 3D*, bringing us face to face with some of the world's rarest primates. Featuring chimpanzees, bonobos, orangutans and the magnificent mountain gorillas, *The Great Apes 3D* captures the emotional connection we all experience when encountering such extraordinary creatures. This is the mesmerizing odyssey of Holly Carroll, a passionate zoologist who explores the dense rainforests and remote jungles of Africa and Indonesia to study the lives of these intelligent and curious animals. Walking in the footsteps of her lifelong heroes, Dr. Dian Fossey and Dr. Jane Goodall, Holly also highlights some of the challenges the great apes face in their increasingly threatened habitats. A fascinating story of discovery and an unforgettable adventure.



Humpback Whales

Sponsored fine cut screening in digital on the flat screen

RELEASE DATE: **February 13, 2015**

FORMATS: **2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70**

LENGTH: **40:00**

PRODUCER/DISTRIBUTOR: **MacGillivray Freeman Films**
CONTACT: **Bob Harman, bharman@macfreefilms.com**

MacGillivray Freeman's *Humpback Whales* is the incredible story of nature's most fascinating marine mammal—the humpback. Captured for the first time with IMAX® 3D cameras, the film takes audiences on a captivating odyssey into their mysterious world for a close-up look at how they communicate, sing, feed, play and take care of their young. Found in every ocean on Earth, humpbacks were nearly driven to extinction 50 years ago, but today they are making a remarkable comeback. Join a team of researchers in Alaska, Hawaii and the Kingdom of Tonga as they attempt to unlock the secrets of the humpback—and celebrate the return of these giants of the sea. Presented by Pacific Life.



Island of Lemurs: Madagascar

Presented in 15/70 3D on the flat screen and 15/70 on the dome

RELEASE DATE: **April 4, 2014**

FORMATS: **2D, 3D, 15/70, IMAX Digital**

LENGTH: **40:00**

PRODUCER/DISTRIBUTOR:

IMAX Corporation and Warner Brothers

CONTACT: **Gina Glen, gglen@imax.com**

Madagascar 3D is the story of Madagascar's weirdly wonderful lemurs and one woman's heroic quest to save them from extinction. Starring adorable, dazzling creatures never before seen in IMAX, *Madagascar 3D* is a journey to the most exotic corner of our planet where humanity, wildlife, and science forge an unforgettable adventure.



Journey to the South Pacific

Presented in 15/70 3D on the flat screen and 15/70 on the dome

RELEASE DATE: **November 27, 2013**

FORMATS: **2D, 3D, 15/70, IMAX Digital, Dome-customized 15/70**

LENGTH: **40:00**

PRODUCER: **MacGillivray Freeman Films in partnership with IMAX Corporation**

DISTRIBUTOR: **IMAX Entertainment and MacGillivray Freeman Films**

CONTACT: **Bob Harman at MFF,**

bharman@macfreefilms.com;

Thomas Wyss at IMAX, twyss@imax.com

Narrated by Academy Award® winner Cate Blanchett, *Journey to the South Pacific* takes moviegoers on an IMAX® 3D adventure to the remote tropical islands of West Papua, where life flourishes above and below the sea. Join Jawi, a young island boy, on a journey aboard the *Kalabia*, as he encounters whale sharks, sea turtles, and giant manta rays. Home to more than 2,000 species of sea life, this exotic locale features the most diverse marine

NATURE'S WONDERLAND GALAPAGOS

NARRATED BY JEFF CORWIN

What Exhibitors Say...

"A breathtaking IMAX experience and great box office results!"

Julie La Roche, Montreal Science Center
Montreal, Quebec (Canada)

"The film was particularly strong with our spring school field trips, so we plan to offer it again in the fall."

Charlotte Brohi, Houston Museum of Natural Science
Houston, Texas (USA)

"Our No. 1 film for the summer, and our highest guest satisfaction ratings."

Don Walker, Tennessee Aquarium
Chattanooga, Tennessee (USA)

"Galapagos has proven to be a film for all ages and audiences. Since the premiere last February, it has been the most popular movie in our theater."

Peter-Bak Larsen, Tycho Brahe Planetarium
Copenhagen (Denmark)



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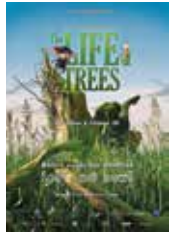
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Galapagos.nWave.com

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NEW FILMS

ecosystem on earth. An uplifting story of hope and celebration, *Journey to the South Pacific* highlights the importance of living in balance with the ocean planet we call home. An IMAX Entertainment and MacGillivray Freeman Films presentation, directed by two-time Academy Award®-nominated filmmaker Greg MacGillivray and Stephen Judson, and produced by Shaun MacGillivray and Mark Krenzien, written by Stephen Judson with a musical score by Steve Wood.



The Life of Trees

Presented in digital 3D on the flat screen

RELEASE DATE: February 7, 2014

FORMATS: 2D, 3D, Fulldome Digital

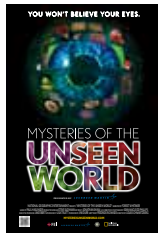
LENGTH: 33:00 and 24:00

PRODUCER: Softmachine

DISTRIBUTOR: Reef Distribution

CONTACT: Daniela Ebeling, d.ebeling@softmachine.de

The Adventures of Dolores and Mike—In *The Life of Trees* a cheeky ladybug called Dolores and a quirky firefly called Mike take the audience on an adventurous journey of exploration into the wondrous world of trees. Taking the perspective of insects, the fulldome film reveals the magic of the microcosm. On their excursion these two creepy-crawlies zip around a tree, and in doing so, playfully learn its secrets: How do plants get food from the sun? How do they grow? How does water get from the roots to the top of the crown? And how does all this make life on our earth possible? Fulldome release date was 10/20/2012.



Mysteries of the Unseen World

Presented in 15/70 on the dome screen

RELEASE DATE: November 1, 2013

FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized

15/70, Fulldome digital

LENGTH: 39:02

PRODUCER: National Geographic Studios, Days End Pictures

DISTRIBUTOR: National Geographic Studios

CONTACT: Mark Katz, mkatz@ngs.org

Mysteries of the Unseen World will allow viewers to see things not visible to the naked eye, thanks to the film's innovative use of high-speed and time-lapse photography, electron microscopy, and nanotechnology. The audience will be taken into the microscopic world once reserved only for scientists to see a whole new universe of things, events, and creatures. Visually stunning and rooted in cutting-edge research, *Mysteries of the Unseen World* will be available in 3D and 2D, 15/70 and digital formats.



Naya Legend of the Golden Dolphin

Presented in digital 3D on the flat screen

RELEASE DATE: December 18, 2014

FORMATS: 2D, 3D, DCI-compliant Digital, IMAX Digital, Fulldome Digital

LENGTH: 45:00

PRODUCER/DISTRIBUTOR: Magic Factory Productions Inc.

CONTACT: Jonathon Kay, jk@dolphinmovie.com

Naya Legend Of The Golden Dolphin takes you on an exciting adventure into the lives of dolphins across the world. With breathtaking cinematography, the incredible beauty and



AMERICAN MUSEUM OF NATURAL HISTORY

DARK UNIVERSE 3D



Narrated by
NEIL deGRASSE TYSON

The planets, stars, and everything you can see are less than 5 percent of the universe. What is the other 95 percent? This film explores pivotal breakthroughs that have led astronomers to confront two great cosmic mysteries: dark matter and dark energy.

For leasing information,
contact: Matt Heenan

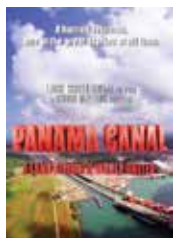
Trailer and details at:
www.amnh.org/GBD

mheenan@amnh.org
TEL: +1 212-769-5131
MOBILE: +1 917-975-8322

Dark Universe was developed by the American Museum of Natural History, New York, in collaboration with the California Academy of Sciences, San Francisco, and GOTO INC, Tokyo, Japan.

NEW FILMS

staggering you-are-there adventures of the dolphins are documented in the oceans of South Africa, New Zealand, Canada, Mozambique, Australia, Bimini, Hawaii, and in the Amazon River of Brazil in this extraordinary 3D documentary. Predators hunt them, pollution of their environment endangers them, but these intelligent beings continue to survive as the guardians of the sea. The film is narrated by a wonderful cast, including Kate Winslet, Gerard Butler, Quvenzhané Wallis, Owen Wilson, Megan Fox, Ellen Page, Julian Lennon, Diego Luna, Cheech Marin, Whoopi Goldberg, Daryl Hannah, Isabella Rossellini, and James Franco. Naya Legend Of The Golden Dolphin has an amazing sound track featuring the music of The Rolling Stones ("Beast Of Burden"), John Lennon ("Imagine"), The Everly Brothers ("All I Have To Do Is Dream") K.D. Lang ("Constant Craving") and Iz ("Somewhere Over The Rainbow"). For the very first time in cinema, Director and Producer Jonathon Kay brings to the screen this enchanting film about nature's most wonderful miracles. Copyright Jonathon Kay & Magic Factory Productions Inc. 2014 All Rights Reserved.



Panama Canal 3D: A Land Divided A World United

Presented in digital 3D
on the flat screen

RELEASE DATE: **TBD**
FORMATS: **3D, 15/70,**
DCI-compliant Digital, IMAX
Digital, Dome-customized

15/70, Fulldome Digital

LENGTH: 41:00

PRODUCER: **Large Screen Cinema**

DISTRIBUTOR: **To be determined**

CONTACT: **Gordon Bijelonic,**
gb@gordonbijelonic.com

Through the magic of 3D and IMAX cameras, audiences everywhere can take a mind-blowing trip through one of the seven wonders of the modern world in *Panama Canal 3D: A Land Divided A World United*, revealing not only its vast scope, but plunging down into the locks and mechanical operations, boarding the giants sailing the Canal, gliding airborne over the entire country, the Panama railway, exploring by native canoe, discovering the unexpected tropical rain forest beauty and wildlife. The film sweeps from the days when Conquistadores struggled through a water-soaked quagmire to the 19th-Century French canal-digging debacle to the American engineering achievement that revolutionized shipping and tropical medicine. It's also about the visionary present, documenting efforts by Panama to expand the 100-year-old waterway to accommodate post-panamax ships. It concludes with a fusion of old and new Panama, its skyscrapers, its culture, a rising economic nerve of Central America. Narrated by Morgan Freeman.



Pandas: The Journey Home

Presented in digital 3D
on the flat screen, 15/70
on the dome

RELEASE DATE: **May 1, 2014**
FORMATS: **2D, 3D, 15/70,**
DCI-compliant Digital, IMAX
Digital, Dome-customized
15/70, Fulldome

LENGTH: 36:10

PRODUCER: **National Geographic Studios and**
Oxford Scientific

DISTRIBUTOR: **National Geographic Studios**

CONTACT: **Mark Katz, mkatz@ngs.org**

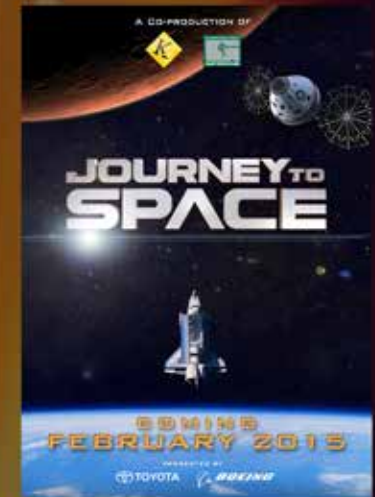
Join us as we travel to the mystical Wolong Valley in China and venture behind closed doors at the Research Centre for the Wild Panda. With unprecedented access Oxford Scientific Films reveals the secrets of panda breeding and discovers that the Chinese are on the brink of achieving an extraordinary environmental turnaround.



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Ed Capelle edwardcapelle@comcast.net 541.345.8782

NEW FILMS



Remnants

Presented in digital 2D on the flat screen

RELEASE DATE: Now Available
FORMATS: 2D, DCI-compliant Digital, Fulldome Digital
LENGTH: 35:15

PRODUCER: Grant Wakefield/
Sky-Skan Europe GmbH
DISTRIBUTOR: Grant

Wakefield / Sky-Skan Europe GmbH and seeking additional distribution

CONTACT: Grant Wakefield, grant@grantwakefield.com; Glenn Smith, smith@skyskan.com

Before the invention of the written word, in one of the longest cultural developments in history, the people of the Neolithic civilization of Europe constructed ever more complex stone monuments. Their reasons for doing so are unclear to this day, and their people have vanished largely without trace. Presented in 2K digital widescreen, and set only to an original 5.1 score by Tangerine Dream member Thorsten Quaeschning, *Remnants* utilizes highly stylized motion controlled time-lapse to explore their extraordinary achievements, capture the austere beauty of these "Megalithic" sites, suggest rationales for their being, and pose an important question for our times. History has proven no civilization can last indefinitely. Is it not unlikely we shall share the same fate? The available principal release versions, both with 5.1 audio, are: 2K DCP (2048 x 858 @ 24fps) 4K FULLDOME (4096 x 4096 @ 30fps.) Originally photographed primarily at 4k resolution, customized versions in other formats (i.e. IMAX Digital) and/or with a shorter running time are available on request.



Secret Ocean 3D

Presented in digital 3D on the flat screen

RELEASE DATE: March 2015
FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70

LENGTH: 42:00
PRODUCER: Ocean Futures Society

DISTRIBUTOR: 3D Entertainment Distribution
CONTACT: Francois Mantello, fmantello@3defilms.com

Jean-Michel Cousteau, son of ocean pioneer Jacques Cousteau, has been exploring Earth's oceans for nearly 70 years. Now, with revolutionary equipment, Cousteau brings to the giant screen this breakthrough look at a secret world within the ocean that is perhaps the biggest story of all—that the smallest life in the sea is the mightiest force on which we all depend. Jean-Michel Cousteau guides us through a new world, too small to be seen by the naked eye, in a way his father could have only imagined. He brings us face-to-face with its mysterious inhabitants and transports us to the depths of this breathtaking marine environment to better understand our own. *Secret Ocean* will leave audiences in awe of the beauty and diversity of the oceans—the source of all life on our planet—and inspire an even greater desire to protect what they have seen for the first time, or perhaps re-discovered.



Soldiers' Stories

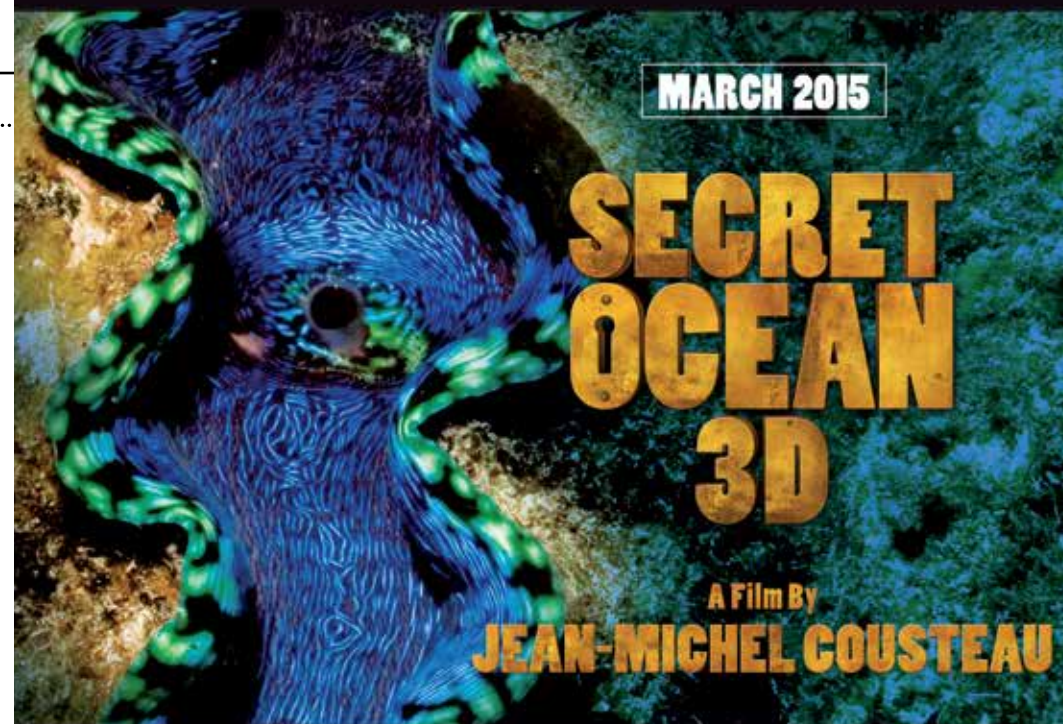
Presented in digital 3D on the flat screen

RELEASE DATE: July 28, 2014
FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70

LENGTH: 29:17

PRODUCER/DISTRIBUTOR: Kallisti Media LLC
CONTACT: Nick Reed, Nick@kallistimedia.com

November 11th has many names—Veteran's, Armistice, and Remembrance Day, to name a few—but the real and intended context of this very special day has been lost and the memories diminished. *Soldiers' Stories* attempts to give meaning to what the world strives to honor that day by bringing to life, in time for the 100th anniversary of WW1, the story and struggle of being a soldier. Since the last WW1 veteran died a few years ago, *Soldiers' Stories* is told by the young men who now fight again in different battlefields—Iraq,



MARCH 2015

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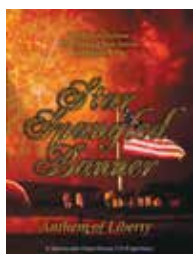
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Afghanistan—but fight the same battle and share the same experiences of their forefathers four generations prior. The film utilizes original 3D images, recordings, music, and cutting-edge animation to bring this important moment in time to the public in time for the 100th anniversary of WW1. Available in 3D, in both print and digital and dome. The latest version has been updated with animation and a new dynamic sound mix, and the film underwent an extensive 12-week final restoration pass.



Star-Spangled Banner: Anthem of Liberty

Presented in digital 3D on the flat screen
RELEASE DATE: June 13, 2014
FORMATS: DCI-compliant Digital 3D, 15/70 2D
LENGTH: 22:00

PRODUCER: David Clark Inc., Blue Mountain Film Associates, Maryland Science Center
DISTRIBUTOR: Giant Screen Films
CONTACT: Tom Rooney, trooney@gsfilms.com

The film is a dramatic retelling of one of the most pivotal days (and nights) in American history, when during the War of 1812 the independence of our young nation hung in the balance. During a ferocious battle, the sight of a gigantic American flag flying over Fort McHenry inspired a poem that became our national anthem. Forever after, the flag and the anthem would be known by the same name—the Star-Spangled Banner. Both the creation of the giant flag by Mary Pickersgill and her helpers and the writing of the poem by Francis Scott Key will be featured within the epic drama of the British attack on Baltimore and the valiant resistance of its citizens and soldiers.



Tiny Giants 3D

Presented in digital 3D on the flat screen
RELEASE DATE: May 2014
FORMATS: 2D, 3D, DCI-compliant Digital, IMAX Digital
LENGTH: 40:00 and 20:00
PRODUCER: BBC Earth
DISTRIBUTOR: BBC Earth and

Giant Screen Films

CONTACT: Tom Rooney, trooney@gsfilms.com

Tiny Giants 3D reveals the astonishing lives of small animals in a world of giants. Using the incredibly immersive power of specialist 3D cameras, audiences will be transported in a very intimate way into another world and experience the titanic battles these creatures face to survive. A chipmunk in a wild wood and a scorpion mouse in Arizona's scorched deserts are both forced to grow up fast when they find themselves alone for the first time. Facing experienced rivals and huge predators, our chipmunk hero must find courage to gather enough nuts for winter. Forced out of the family home, our adolescent scorpion mouse is then swept away in a flash flood. He needs to learn the skills to survive and lay claim to his own patch of desert as he becomes an adult. Only by using their ingenious "superpowers" can our heroes stay alive and become masters of their universe.



Walking with Dinosaurs: Prehistoric Planet 3D

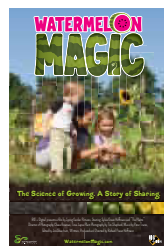
Presented in digital 3D on the flat screen
RELEASE DATE: July 2014
FORMATS: 2D, 3D, DCI-compliant Digital,

IMAX Digital

LENGTH: 40:00 and 20:00

PRODUCER: BBC Earth and Reliance Entertainment in association with Evergreen Studios
DISTRIBUTOR: BBC Earth and Giant Screen Films
CONTACT: Tom Rooney, trooney@gsfilms.com

Walking with Dinosaurs: Prehistoric Planet 3D is an exciting adventure that transports audiences back to Cretaceous Alaska. The main characters in the story are a herd of large, frilled, plant-eating dinosaurs—Pachyrhinosaurus. The film follows their youngsters, and from the moment they hatch, they face predators, weather extremes, and natural disaster as they fight for survival through the seasons. It's an epic yet intimate story, and audiences of all ages will empathize with them and their struggles, just as they do with animals in contemporary wildlife documentaries. The film is an immersive 3D experience, the characters animated throughout, against real backgrounds. It's the most authentic dinosaur experience ever to be seen on the giant screen. The animals' bodies and movements have been precisely built up from fossil evidence, and their behavior is derived from paleontology and detailed knowledge of modern animal behavior, giving these creatures an amazing realism.



Watermelon Magic 3D

Presented in digital 3D on the flat screen
RELEASE DATE: January 2014
FORMATS: 2D, 3D, DCI-compliant Digital, IMAX Digital
LENGTH: 30:00
PRODUCER: Spring Garden Pictures

DISTRIBUTOR: BIG & Digital
CONTACT: Tina Ratterman, tratterman@biganddigital.com

International audiences will delight in this nearly wordless burst of color and music that draws inspiration from children's film classic *The Red Balloon*, enchanted by the story of young Sylvie in her magical garden. Weaving together documentary and fictional elements, *Watermelon Magic* chronicles a season on the family farm as Sylvie grows a patch of watermelons to sell at market. Constructed entirely from high-resolution still photos, this

film employs a dynamic style of varying shutter-burst frame rates with stunning time-lapse sequences to captivate young and old audiences alike. Viewers witness the elementary scientific concepts of the life cycle of plants, observing their journey from seed to flower to fruit. When harvest time arrives, Sylvie must decide if she will share her precious watermelon babies with the world.



Wonders of the Arctic

Presented in 15/70 3D on the flat screen and 15/70 on the dome
RELEASE DATE: March 6, 2014
FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70

LENGTH: 41:46
PRODUCER: Science North & Giant Screen Films
DISTRIBUTOR: Giant Screen Films
CONTACT: Tom Rooney, trooney@gsfilms.com

The Arctic has always been a place of mystery, myth, and fascination. The Inuit and their predecessors adapted and thrived for thousands of years in what is arguably the harshest environment on earth. Today, the Arctic is the focus of intense research. Instead of seeking to conquer the north, scientist pioneers are searching for answers to some troubling questions about the impacts of human activities around the world on this fragile and largely uninhabited frontier. *Wonders of the Arctic* centers on our ongoing mission to explore and come to terms with the Arctic, and the compelling stories of our many forays into this captivating place will be interwoven to create a unifying message about the state of the Arctic today. Underlying all these tales is the crucial role that ice plays in the northern environment and the changes that are quickly overtaking the people and animals who have adapted to this land of ice and snow.



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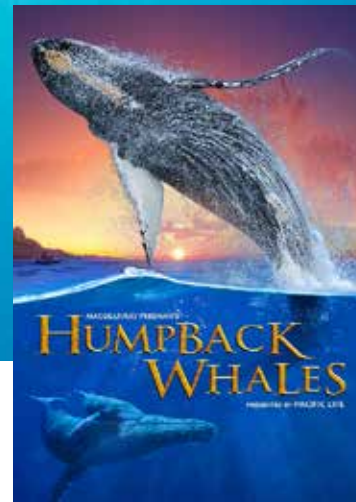
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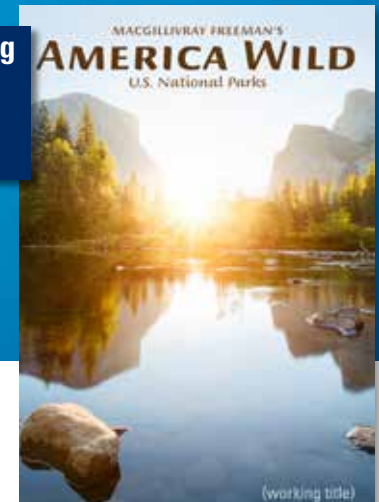
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FEBRUARY 2015

SEPTEMBER 2015

FILMS IN PRODUCTION

(15/70) = will be presented in 15/70 ■ (D) = will be presented in digital

America Wild: U.S. National Parks (D)

RELEASE DATE: **Late Summer 2015**

FORMATS: **2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70**

LENGTH: **40:00**

PRODUCER/DISTRIBUTOR: **MacGillivray Freeman Films**

CONTACT: **Bob Harman, bharman@macfreefilms.com**

The U.S. National Park Service turns 100 years old in 2016, marking a major milestone in the preservation of America's wild, pristine spaces. Iconic landmarks such as Yellowstone, Yosemite, the Everglades, and Glacier National Park represent the heritage and spirit of America and make a rich pallet for a giant screen film. MacGillivray Freeman's *America Wild: U.S. National Parks* (working title) brings the magnificence of these landscapes to the giant screen and introduces us to compelling individuals who live in, explore, or work in these great places. With its stunning natural landscapes and powerful personal stories, *America Wild* will lead audiences on an awe-inspiring "off-trail" adventure into the mountains and canyons of the great outdoors, revealing a tapestry of natural wonders that, in naturalist John Muir's words, "gives strength to the body and soul." Produced in partnership with Brand USA.

Blue Whale Journey 3D (D)

RELEASE DATE: **October 2015**

FORMATS: **2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, Fulldome Digital**

LENGTH: **40:00**

PRODUCER/DISTRIBUTOR: **3D Nature Films**

CONTACT: **Susan Sember, ssemer@3Dnaturefilms.com**

Soaring in submersibles through the cavernous waters of the deep, a stealth-like operation travels for the first time to the graveyard in the sea of the majestic blue whales. Circling around and through the massive tunnel of ghostly skeletal bones, the untold story of this king species gives credence to a journey that has occurred for over 40 million years. Looking eye to eye with the blues, we see these magnificent mammals entertain with their antics, interact

with the pods and intimately reveal their phenomenal cycle of life. Then, in one of the grandest examples of evolution, paleontologists uncover proof of the whales' transition from land to the sea within the fossilized remains across the oceans and within the blowing sands of a massive desert tomb. In a dreamscape of unparalleled beauty, the blue whales promise to tantalize as the biggest creature ever coming to the world's biggest screens.

Dream Big: Engineering Wonders of the World (D)

RELEASE DATE: **2016**

FORMATS: **2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70**

LENGTH: **40:00**

PRODUCER/DISTRIBUTOR: **MacGillivray Freeman Films**

CONTACT: **Bob Harman, bharman@macfreefilms.com**

Dream Big: Engineering Wonders of the World (working title) will bring today's greatest engineering marvels to the giant screen. From record-reaching skyscrapers to bridges soaring above the clouds to giant tunnel-boring machines navigating beneath our cities, audiences will experience the massive scale and the forces of nature that challenge their designers. The first giant screen film to focus specifically on STEM, *Dream Big* celebrates the engineers who are pushing the limits of ingenuity and innovation in unexpected, amazing, and forward-thinking ways. Together with its extensive outreach programs, the film will explore how we use science and technology to invent, design, build, and shape our world. Produced in partnership with the American Society of Civil Engineers.

Earthflight 3D (D)

RELEASE DATE: **2015**

FORMATS: **2D, 3D, DCI-compliant Digital, IMAX Digital**

LENGTH: **40:00 and 20:00**

PRODUCER: **BBC Earth and John Downer Productions**

DISTRIBUTOR: **BBC Earth and Giant Screen Films**

CONTACT: **Tom Rooney, trooney@gsfilms.com**

Earthflight 3D takes the audience on an incredible flight across the world on the wings of birds. Revolutionary aerial techniques and state-of-the-art 3D cameras fly wingtip to wingtip with some of the world's most charismatic birds. On their fantastic journeys the birds visit some of the most spectacular animal events and locations on earth. It is a totally immersive experience—at times the flocks seem to fly out of the screen. It is a whole new way of exploring the natural world, as birds time their seasonal journeys to coincide with some of the most intriguing events in nature they soon become immersed in great animal migrations, strange animal happenings, and awe-inspiring landscapes. In this thrilling experience the 3D cameras plunge the audience into the heart of these natural events. Through the eyes of birds, *Earthflight 3D* shows the spectacles of our planet as never before.

Global Soundscapes—Interactive Theater Show (D)

RELEASE DATE: **March 5, 2015**

FORMATS: **2D, DCI-compliant Digital, IMAX Digital, Fulldome Digital**

LENGTH: **40:00**

PRODUCER: **Foxfire Interactive and Masters Digital**

DISTRIBUTOR: **Foxfire Interactive**

CONTACT: **Brad Lisle, brad@foxfireinteractive.com**

Experience the synthesis of live performance, cinema, and sound as Foxfire Interactive, Masters Digital, and Purdue University present *Global Soundscapes, an Interactive Theater Show*. In *Global Soundscapes*, dramatic footage and awe-inspiring, immersive soundscapes are enhanced by an onstage presenter/demonstrator who takes the audience on a journey into the exciting new field of soundscape ecology. Experience basic acoustics through fun interactive activities and incredible slow motion footage of pulsating musical instruments, vibrating vocal cords, and slobbering raspberries. Echolocate with bats, howl with monkeys, and eavesdrop on bottlenose dolphins. Learn how animal sounds occupy unique sonic niches in lush, orchestral soundscapes. Discover how soundscape ecology can be used to assess the biodiversity

and health of global ecosystems. A fully immersive giant screen experience accompanied by groundbreaking sound design, this program is a feast for the ears and the eyes.

Humpback Whales (15/70)

RELEASE DATE: **February 13, 2015**

FORMATS: **2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70**

LENGTH: **40:00**

PRODUCER/DISTRIBUTOR: **MacGillivray Freeman Films**

CONTACT: **Bob Harman, bharman@macfreefilms.com**

MacGillivray Freeman's *Humpback Whales* is the incredible story of nature's most fascinating marine mammal—the humpback. Captured for the first time with IMAX® 3D cameras, the film takes audiences on a captivating odyssey into their mysterious world for a close-up look at how they communicate, sing, feed, play, and take care of their young. Found in every ocean on Earth, humpbacks were nearly driven to extinction 50 years ago, but today they are making a remarkable comeback. Join a team of researchers in Alaska, Hawaii, and the Kingdom of Tonga as they attempt to unlock the secrets of the humpback—and celebrate the return of these giants of the sea. Presented by Pacific Life.

In Saturn's Rings (D)

RELEASE DATE: **2014**

FORMATS: **2D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, Fulldome Digital**

LENGTH: **40:00**

PRODUCER: **SV2 Studios Distributor: BIG & Digital**

CONTACT: **Tina Ratterman, tratterman@biganddigital.com**

Fly through space and explore the wonders of the universe as science meets art on the giant screen. Created from over two million real photographs from space missions and historical sources, all animated to full motion, audiences will journey from the Big Bang to the awe-inspiring rings of Saturn. In *Saturn's Rings* showcases stunning, rarely seen, and newly processed images from humanity's space missions, including Cassini-Huygens, Apollo, Voyagers 1 & 2, Hubble, Solar Dynamics Observatory, Messenger, Lunar Reconnaissance Orbiter, and many more. Leading astrophotographers have contributed 500,000 photographs of the night

FILMS IN PRODUCTION

sky, including the highest resolution multi-day time-lapse of the Milky Way ever photographed. The result is a groundbreaking visual epic that is the closest experience to flying through space and time possible without a personal spacecraft. Set to powerful music and dense sound design, *In Saturn's Rings* appeals to the great human yearning to explore, to question, to discover. Formerly titled *Outside In*. Fulldome release in early 2015.

Interstellar (15/70)

RELEASE DATE: November 7, 2014

FORMATS: 2D, 15/70, IMAX Digital

LENGTH: To be determined

PRODUCER/DISTRIBUTOR: Paramount Pictures and Warner Brothers Pictures

CONTACT: Gina Glen, gglen@imax.com

Directed and written by Academy Award-nominee Nolan (*Inception*, *The Dark Knight Rises*), *Interstellar* is based on a script by Jonathan Nolan. The film will be produced by Emma Thomas and Christopher Nolan of Syncopy Films and Obst of Lynda Obst Productions. Kip Thorne will executive produce. The film will depict a heroic interstellar voyage to the furthest reaches of our scientific understanding.

Journey to Space (D)

RELEASE DATE: February 2015

FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, Fulldome Digital

LENGTH: 40:00 and 24:00

PRODUCER: K2 Films and Giant Screen Films

DISTRIBUTOR: K2 Communications/

Giant Screen Films

CONTACT: Mark Kresser, mark_kresser@k2communications.com

When the last shuttle landed in 2011, it was actually the beginning of a new era of human spaceflight, with new mission preparations by NASA and the international space community which will take astronauts beyond low earth orbit back to the moon, to asteroids, and to Mars within a generation. *Journey to Space* puts the enormous contributions of the shuttle program into an historical context of

humankind's continuing aspiration to explore the unknown, and provides a visually stunning scenario developed by leading experts on exactly how astronauts will get to Mars, live there for 2 years, and safely return to earth. The film will both inspire a new generation of young people to dream of new horizons in space, and foster a new appreciation for the accomplishments of the shuttle program among an older generation who came to take it for granted.

Kitty Hawk (D)

RELEASE DATE: Spring 2015

FORMATS: 3D, 15/70, DCI-compliant Digital, Dome-customized 15/70, Fulldome Digital

LENGTH: 40:00

PRODUCER/DISTRIBUTOR: Flyers Productions

CONTACT: Amy Hedrick, amymsa@gmail.com

Kitty Hawk is the epic story of the Wright Brothers and their against-all-odds invention of the world's first airplane. In perhaps one of the great underdog stories of all time, two bicycle mechanics from Dayton, Ohio, used what little resources they had and accomplished in four years what none of the most powerful governments in the world with unlimited funding were able to achieve in decades of trying. They challenged the beliefs of their day, incorporated global ideas, and used creative ingenuity to change the world forever.

Life in Space (D)

RELEASE DATE: January 2016

FORMATS: 3D, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70

LENGTH: 45:00

PRODUCER: December Cinema Productions

DISTRIBUTOR: MacGillivray Freeman Films

CONTACT: Stephen Amezdroz, stephen@decembermedia.com.au

For science the heavy lifting is over, a new era of space exploration has begun. It's the search to find something that changes everything... signs of life, somewhere else in the universe. NASA is breaking ground on a new brand of science, Astrobiology. We already know that life in space exists, because that's what we are, as are all things that live on our planet. *Life in*

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FILMS IN PRODUCTION

Space is a journey that takes us from the depths of the Pacific Ocean, to Europa, the ice moon of Jupiter, back in time to when Mars was a virtual Eden, and out into the far reaches of space in search of planets like ours. It will make you re-examine such fundamental questions as: "Where did we come from?" "How did we get here?" and "Are we alone?"

The Magic of Wild Africa (D)

RELEASE DATE: 2015

FORMATS: 2D, 3D, DCI-compliant Digital, IMAX Digital

LENGTH: 40:00 and 20:00

PRODUCER: BBC Earth and Reliance Entertainment in association with Evergreen Studios

DISTRIBUTOR: BBC Earth and Giant Screen Films
CONTACT: Tom Rooney, trooney@gsfilms.com

Come with us on a spectacular 3D ride across, over, and through the magical realms of the most dramatic continent on earth: Africa. Our guide through this enchanted kingdom is the sorcerer itself—water. Water crafts wild Africa, conjuring up life wherever it journeys...traveling above the plains on seasonal winds, cascading along raging rivers, or sheltering coral cities. Audiences will be plunged into fantastic places and meet amazing creatures. On the journey through the magical realms of Africa, we'll discover the fascinating secrets of this enchanted kingdom: how spectacular thermal geysers help turn thousands of flamingos pink, and create the perfect conditions for them to breed; why the heat beating down on waterless dunes in the Namib Desert forces a lizard to dance; and why it snows on the equator. It's an adventure where you will truly believe the real world is more extraordinary and awe-inspiring than any fiction.

Museum Alive 3D (D)

RELEASE DATE: December 2015

FORMATS: 3D, 15/70, DCI-compliant Digital

LENGTH: 40:00

PRODUCER: Atlantic Productions/Colossus Productions

DISTRIBUTOR: To be confirmed

CONTACT: John Morris,
johnm@atlanticproductions.co.uk

The fantasy that drives museum sleepovers and fires the imagination of every visitor is at the very heart of *Museum Alive 3D*: what if the exhibits could come to life? In this dramatic, informative, and entertaining film, audiences get to follow one lucky visitor who stays in the museum after dark, when the most extraordinary prehistoric creatures magically come to life. We'll see them escape their display cases, shake off the dust and explore the museum. Within this fantastical framework our visitor can come face to face with dinosaurs, ice age beasts, giant birds, and monster reptiles; but there is also fascinating real science that informs their appearance and behavior, all based on a unique collaboration between the world's leading scientific experts and award-winning digital effects artists. We'll introduce you to a wonderful selection of the most intriguing creatures that are found within many museum collections worldwide. This film will entertain and educate whilst fulfilling the fantasy of anyone who's ever dreamt of seeing the Museum come Alive.

Oceans of Sanctuary (D)

RELEASE DATE: March 2016

FORMATS: 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, Fulldome Digital

LENGTH: 40:00, 20:00, and 10:00

PRODUCER/DISTRIBUTOR: 3D Nature Films

CONTACT: Susan Sember, ssemer@3Dnaturefilms.com

Underwater parks, also known as marine protected areas, may be the oceans' single "greatest hope." These treasured aquatic resources are revered, iconic, and vital habitats to sustain a healthy ocean environment. They additionally provide us with destinations of adventure and exploration. From the stunning coral reefs to the thick kelp forests, along with the valued fisheries and underwater archaeological sites filled with shipwrecks, these sanctuaries provide refuge and migratory routes for numerous endangered and threatened species. Special, unique, irreplaceable, and worthy of saving, these sacred and fragile places of beauty deserve the homage paid as the earth's most precious underwater venues.



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Predator (D)

RELEASE DATE: *Spring 2016*

FORMATS: *2D, 3D, DCI-compliant Digital, IMAX Digital*

LENGTH: *40:00 and 20:00*

PRODUCER: *Silverback Films and BBC Earth*

DISTRIBUTOR: *BBC Earth and Giant Screen Films*

CONTACT: *Tom Rooney, trooney@gfilms.com*

Predator deconstructs the world of major predators as never before, taking an intimate look at the remarkable strategies they use to succeed. Advanced filming techniques expose the planet's top predators in extraordinary footage, putting the audience right beside them as they hunt—on land, under the sea or in the air. Far from a film about the kill, instead the audience will be emotionally engaged with the key characters, learning how these supreme species must be at the very peak of performance to have any chance of success. Their backstory will be a key part of the narrative; to understand a cheetah's dilemma you must meet her hungry cubs and realize hyenas are her deadly enemy. Top predators occupy an apex position within the habitats they dominate and, alongside dramatic animal behavior, *Predator* reveals the unique relationship between predators and prey as a fundamental building block of ecology.

Road to Paradise (D)

RELEASE DATE: *2015*

FORMATS: *2D, 3D, DCI-compliant Digital, IMAX Digital*

LENGTH: *40:00*

PRODUCER/DISTRIBUTOR: *Huwa Golden International, Inc./Digital Revolution Studios*
CONTACT: *Gina Tanner, ginatanner@mac.com; Yan Ding, yandinghuwa@hotmail.com*

The Qinling Mountains of China are home to multiple species of endangered wildlife, such as the giant panda, and over a thousand species of seed plants, making it one of the most biodiverse areas in China. Nestled within these mountains also lies Huayang, a millennium-year-old town and farming community which matches its surrounding forests in its cultural richness. However, despite this tranquil image of an ecological safe haven, the story of Huayang

and its forests is filled with a history of tragedy, sacrifice, and ultimately compromise. With China's flourishing tourism industry, the area has attracted thousands of visitors and granted newfound attention and prosperity to its residents. *Road to Paradise* (3D) presents these dynamics between man and Mother Nature as well as the ongoing efforts of the Huayang people to preserve this harmonious state of co-existence in the face of arising commercialization and conflicting interests which may threaten this delicate and hard fought balance.

Robots (D)

RELEASE DATE: *April 2015*

FORMATS: *2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70*

LENGTH: *40:00*

PRODUCER: *National Geographic Studios, Days End Pictures*

DISTRIBUTOR: *National Geographic Studios*

CONTACT: *Mark Katz, mkatz@ngs.org*

Humans do amazing things, all the time, without even thinking. It takes 34 muscles to move your fingers and thumb and more than 80 billion neurons to think. Humans use 300 muscles just to stand still! Imagine trying to build a machine that can move like a human, think like a human, or even simply stand still like a human. *Robots 3D* will explore building state of the art humanoids, and witness the trials and tribulations. You'll meet the leading humanoids of today, many of which are already performing previously unimaginable tasks such as walking, talking and thinking. *Robots 3D* will introduce you to future challenges and the real world needs for robots, in a way only the giant screen can show you!

Space Next 3D (D)

RELEASE DATE: *May 2015*

FORMATS: *2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, FullDome Digital*

LENGTH: *37:00 and 25:00*

PRODUCER/DISTRIBUTOR: *AfterglowStudios*

CONTACT: *Luke Ployhar, luke@afterglowstudios.com*

Space Next takes us on a journey of mankind's pursuit to reach the stars. Beginning with the earliest dreams that sparked the imagination to build machines to take us into flight. The impact

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FILMS IN PRODUCTION

of war on the development of technology and ultimately the space race that inspired generations and the inventions that have changed the world forever. But now, with the end of NASA's shuttle program it leaves the question of what's to come. *Space Next* looks to inspire a new generation to once again look to the stars. To reveal the possibilities of what's to come as not just national space programs develop new technologies but as private organizations look to reach to the stars as well. *Space Next 3D* will have multiple format cut-downs as well.

Wild Flight 3D (D)

RELEASE DATE: April 2016

FORMATS: 3D, 15/70, DCI-compliant Digital

LENGTH: 40:00

PRODUCER: Atlantic Productions/Colossus Productions

DISTRIBUTOR: To be confirmed

CONTACT: John Morris,

johnm@atlanticproductions.com

The ability to fly is one of the greatest miracles in the natural world. Millions of creatures soar above our heads today, using a fabulous variety of techniques to defy gravity and master their aerial environment. *Wild Flight 3D* uses the very latest science and stunning special effects to uncover the 300-million-year story of flight as never before. The most advanced filming technology allows us to show the beauty and excitement of life on the wing, from the fastest predatory falcons to the most acrobatic of insects, night flyers like owls and bats, and the soaring and gliding specialists capable of travelling huge distances. Audiences will truly enter the amazing world of these remarkable animal aviators, and leave the theatre both stunned by the spectacle and thrilled by the story of *Wild Flight*.

Wingsuit Flyers (D)

RELEASE DATE: 2015

FORMATS: 2D, 3D, DCI-compliant Digital, Full dome Digital, 4K/2K Digital

LENGTH: 40:00 and 24:00

PRODUCER: Grand Schema

DISTRIBUTOR: K2 Communications

CONTACT: Mark Kresser,

mark_kresser@k2communications.com

Soar with the world's premiere wingsuit pilots, Jeb Corliss and Joby Ogwyn, as they fly "around the world" their way, seeing incredible sights, sounds and cultures...and making epic wingsuit flights in the most spectacular locales on the planet. Humans have always wanted to fly, without assistance, like winged life that called the sky home. Witness these true adventurers attempt to use their skills to defy gravity, as they fly some of the most exotic places on the planet, including Mount Everest, Switzerland's Jungfrau rock face, Dubai's Burj Khalifa high rise, South Africa's Drakensberg, and even between New York's high rises. Audiences will have a point of view experience that will make palms sweat and give vertigo new meaning.

Zero Gravity - Mission in Space (D)

RELEASE DATE: February 2015

FORMATS: 2D, DCI-compliant Digital, Full dome Digital, 4K, 4096x2160

LENGTH: 52:00

PRODUCER: La Vingt-Cinquieme Heure, Prospect TV, ZDF

DISTRIBUTOR: La Vingt-Cinquieme Heure

CONTACT: Pierre-Emmanuel Le Goff, pierre-emmanuel@25hprod.com

With the International Space Station ISS, mankind's ancient dream to leave our planet and conquer space has come true. It is the greatest technological project ever imagined in history. The young ESA astronaut Alexander Gerst will be the third German to travel to the ISS, and along with his NASA colleague Reid Wiseman, he launched in May 2014 from Baikonur to spend six months in humanity's outpost in space. These young astronauts will take the audience along on this adventure. Over the course of six months they will film their mission in space. The 4K documentary *Zero Gravity—Mission in Space* is an incredible and magical experience to the ultimate frontier. Space exploration has always been the dream of mankind, and the International Space Station ISS is a powerful symbol of the unique partnership and cooperation between many different nations fulfilling this dream.

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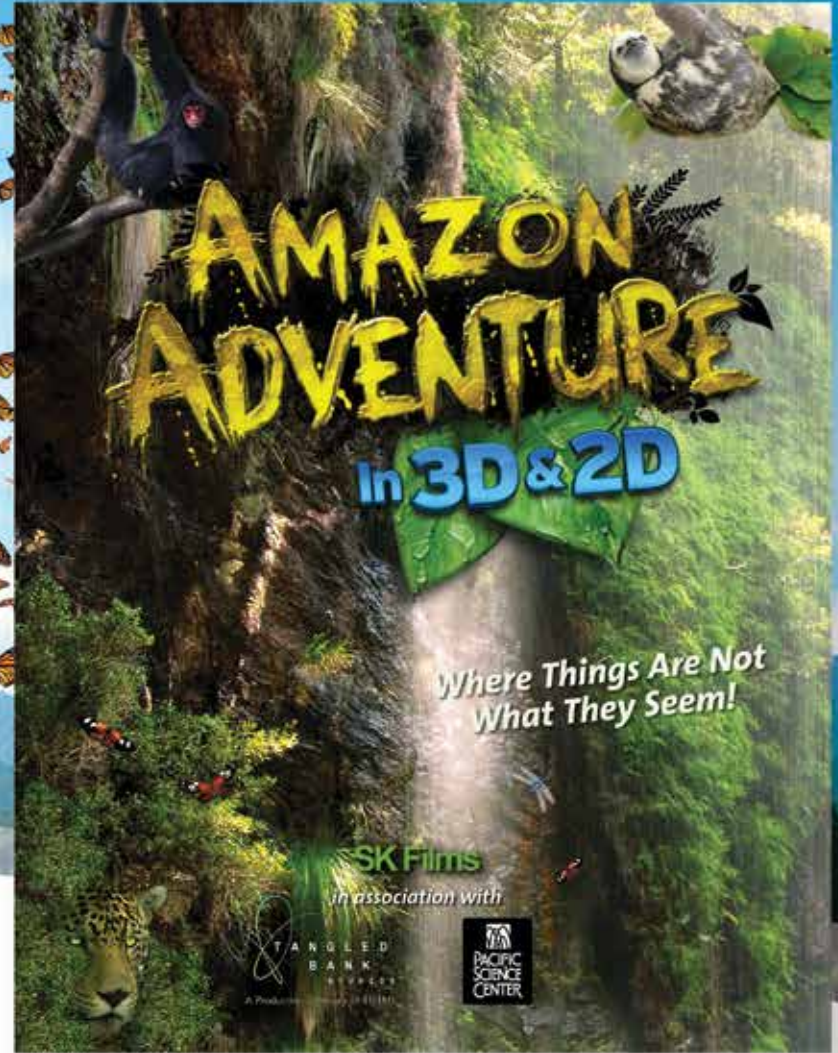
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PROJECTS IN DEVELOPMENT

Adventure Reef

RELEASE DATE: *March 2016*
FORMATS: *2D, 3D, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70*
LENGTH: *45:00*
PRODUCER: *December Cinema Productions*
DISTRIBUTOR: *To be announced*
CONTACT: *Stephen Amezdroz, stephen@decembermedia.com.au*

A year in the life of one of the world's most amazing aquatic destinations.

Amazon Adventure

RELEASE DATE: *Fall/Winter 2015*
FORMATS: *2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, Fulldome Digital*
LENGTH: *40:00*
PRODUCER: *SK Films Inc. in association with Tangled Bank Studios*
DISTRIBUTOR: *SK Films Inc.*
CONTACT: *Jonathan Barker, jbarker@skfilms.ca*

Amazon Adventure tells the exciting story of Henry Bates fascinating eleven-year journey through the perilous Amazon rainforest as a young man who risks his life for science. As in any great detective story, audiences will experience the compelling clues Bates unearths in his major discovery of the phenomenon of "Batesian" mimicry, whereby certain animals adopt the look of others and thus deceive predators. Little known to the public, Bates made other crucial contributions to biology, identifying 8,000 new species, and, most importantly, putting forward the first-ever case for speciation—the "chain of progression" from one species to another. Audiences will be wowed by mind-boggling examples of mimicry and the process of scientific discovery. The end of the film reveals current genetic research, including the never-before-seen microscopic gene mechanisms for animal coloration using the same creatures at the heart of Bates discoveries 150 years ago. Welcome to the Amazon, where things are not what they seem!

Ant Nations – The Super Social Network (D)

RELEASE DATE: *Spring 2015*
FORMATS: *2D, 3D, 15/70, DCI-compliant Digital,*

Dome-customized 15/70, Fulldome Digital
LENGTH: *39:00 and 20:00*
PRODUCER: *Rough Cut Pictures*
DISTRIBUTOR: *To be confirmed*
CONTACT: *Sias Wilson, sias@roughcutpictures.com*

Ants and humans are the only two creatures on earth capable of living in societies of over a million individuals. As such, our civilizations face similar challenges. Often, those challenges are met with common solutions, in substance, if not always in style. As it turns out, modern humans are more like ants than we are like chimpanzees. Both, ants and humans build roads, employ traffic rules, work in teams and assembly lines, and fashion means for dealing with sanitation and public health issues. We train labor specialists, enslave others, and draft armies. *Ant Nations* is an adventure of epic proportions; a journey into the heart of the ant world, up close, personal and at a giant screen scale. A quest into a realm which from the outside looks very different to ours but at essence is much the same. Filming in 6K Digital.

Asteroid Impact

RELEASE DATE: *2016*
FORMATS: *2D, 3D, 15/70, IMAX Digital*
LENGTH: *40:00*
PRODUCER/DISTRIBUTOR: *IMAX Corporation*
CONTACT: *Gina Glen, gglen@imax.com*

Asteroid Impact will reveal the origins of asteroids and the effects of previous Earth impacts, delve into the threat these celestial masses pose to our planet today, and examine how we monitor their trajectory in order to stay out of their deadly path. Through a tour of the solar system and a close look at the "city-buster" asteroid, Apophis, this new IMAX documentary will tell you everything about the massive space rocks that shape our universe through amazing and devastating collisions.

The Beavers

RELEASE DATE: *2017*
FORMATS: *2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, Fulldome Digital*
LENGTH: *40:00 and 20:00*
PRODUCER: *Principal Large Format*
DISTRIBUTOR: *To be determined*
CONTACT: *Phil Streater, phil@plf.cc*

The Beavers is the story of a young beaver who sets off on a journey to find a mate, build a home, and start a family. Under the shadows of the Rocky Mountains, our young female is forced by her mother, in a coming-of-age ritual, to leave the pond where she was born. She survives the perilous journey (that claims many young lives) and finds a mate, whom she will stay with for life. They proceed to transform a barren patch of the American Rockies into a home for themselves and a host of other animals. They do this in an amazing feat of engineering by building a dam, a complex series of canals, and creating their own pond. But, will our beaver couple survive the winter storms and spring floods, as well as the attentions of wolves, bears, and coyotes, to start a family of their own? A 20-minute version will also be available in all digital formats.

Biology 2.0

RELEASE DATE: *2016*
FORMATS: *2D, 3D, 4K stereoscopic*
LENGTH: *40:00 and 20:00*
PRODUCER: *La Compagnie des Taxi-brousse*
DISTRIBUTOR: *To be determined*
CONTACT: *Laurent Mini, lmini@cie-taxibrousse.com*

A new genesis is under way. After the dramatic advances in genomics, 21st century biology is also heading for a revolution: moving into the era of synthesis. Its ways and means: making evolution evolve, synthesizing genes, building genomes...decrypting, encrypting, and re-encrypting the very building blocks of life, DNA, and manipulating them like simple Lego bricks, programming them, like mechanical parts. That is the challenge that lies ahead. Its objectives: transforming cells into a computational system, conceiving and constructing living factories to produce chemical molecules, inventing new forms of life, to transform the world and to provide responses to health, energy, and data issues. The revolution concerning our knowledge of a living-being's most intimate workings, the revolution in computer power, the revolution in working on a nanoscopic scale. All these converge towards this new revolution—that of synthetic biology.

Bioluminescence: The Language of Light

RELEASE DATE: *Fall 2016*
FORMATS: *2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70*
LENGTH: *40:00*
PRODUCER: *Melrae Pictures*
DISTRIBUTOR: *TBA*
CONTACT: *Kimberly Rowe, kim@melraepictures.com*

Join us on the magical journey of Dr. Edith Widder's lifelong curiosity to better understand a mysterious and beautiful natural phenomenon called bioluminescence—living organisms creating their own light to communicate. A renowned expert and marine biologist, discover how she cracks their code and engineers an innovative way to speak their language! An award-winning production team and vibrant IMAX technology will immerse the viewer in bio-rich landscapes, including The Great Smoky Mountains National Park, New Zealand, Puerto Rico, and the Caribbean Sea, where bioluminescence provides the edge to survive. By diving into what some consider to be the most common form of communication on earth, viewers will begin to better understand these ecosystems and explore how we can harness this chemical reaction for future innovation!

The Bumblebee Queen

RELEASE DATE: *2016/2017*
FORMATS: *2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, Fulldome Digital*
LENGTH: *40:00 and 20:00*
PRODUCER: *Principal Large Format*
DISTRIBUTOR: *To be determined*
CONTACT: *Phil Streater, phil@plf.cc*

From the creator and producer of the giant screen hit *Bugs! A Rainforest Adventure* comes a new and exciting journey. We will take you into a world you cannot see with human eyes...into the world of *The Bumblebee Queen*. Set on a beautiful English country estate, *The Bumblebee Queen* is the emotionally driven story of a queen bee and her struggle to bring up the next generation of kings and queens. Think Pixar meets natural history meets

PROJECTS IN DEVELOPMENT

Downton Abbey. Along the way we are introduced to a cast of other fascinating characters. Our film will open audiences' eyes as to how vital insects are to we humans, as we witness the ways in which the bumblebee queen, along with other insects and pollinators, work their natural magic around the country estate: in the meadow, the orchard, the flower gardens, the vegetable plots, and the greenhouses. A 20-minute version will also be available in all digital formats.

Carrier

RELEASE DATE: 2015

FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, Fulldome Digital, 4K/2K Digital

LENGTH: 40:00 and 24:00

PRODUCER: The Stephen Low Company

DISTRIBUTOR: K2 Communications

CONTACT: Mark Kresser,

mark_kresser@k2communications.com

Carrier will immerse audiences in breathtaking air and sea operations aboard a modern Nimitz-class nuclear-powered carrier and track the experiences of the young pilot of an F-18 Super Hornet and others engaged in a massive international event. Set against the stunning panorama of RIMPAC, a large multi-national naval exercise, the film will showcase the excitement of a technological ballet that brings a large array of ships and aircraft together in what is reminiscent of a real life *Top Gun*.

Earth Story

RELEASE DATE: January 2017

FORMATS: 2D, 3D, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70

LENGTH: 45:00

PRODUCER: December Cinema Productions

DISTRIBUTOR: MacGillivray Freeman Films

CONTACT: Stephen Amezdroz,

stephen@decembermedia.com.au

If the history of the earth were a 24-hour clock, then humans have only existed for just over a minute. This is the story of the rest of it. And what a story it is. Earth's history is nothing if not dramatic. It has had to cope with at least five major extinction events. It has seen monumental change—the creation of an

atmosphere, the formation of water, the emergence of a magnetic field—all three of which led to the most monumental change of them all... life. *Earth Story* takes us on a visual journey to see our world during its birth, its infancy, and its adolescence. *Earth Story* allows viewers to see our home's glorious history using the power of 3D IMAX. Discover that our world was once stranger than science fiction and more visually spectacular than our wildest dreams.

Extreme Weather

RELEASE DATE: 4th quarter 2016

FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70

LENGTH: 40:00

PRODUCER: National Geographic Studios and Sean Casey

DISTRIBUTOR: National Geographic Studios

CONTACT: Mark Katz, mkatz@ngs.org

Extreme Weather comes to us from famed storm chaser Sean Casey. This dramatic and exciting film will take us inside hurricanes, lightning and tornadoes, drought and floods. We will see lightning move in a slow-motion dance, and travel on a groundbreaking mission to record the first vertical scans of a tornado. We will be going inside an extraordinary wind-generating lab that can create winds up to 190 mph and maintain those winds for 12 hours to replicate the exact conditions of a hurricane. *Extreme Weather* will examine these forces of nature so we can better understand them and prepare ourselves for when they strike.

Hawai'i Islands of Fire 3D

RELEASE DATE: Mid 2016

FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, Fulldome Digital

LENGTH: 40:00

PRODUCER: Ring of Fire Films Inc.

DISTRIBUTOR: To be announced

CONTACT: Michael Lienau,

michael@globalnetproductions.com

Experience the aloha and mystery of the Hawaiian Islands as never before—alongside the world's most active volcano! Journey with a young Polynesian boy on a time voyage through



PROJECTS IN DEVELOPMENT

history as he joins native wayfarers, warriors, kings and queens—navigating uncharted oceans, tribal warfare, and spectacular volcanic eruptions. Encounter stunning scenes of paradise and discover how volcanoes have shaped the people, history, and culture of Hawai'i—as rarely told. Follow along in a scientific adventure as a legendary volcanologist and our young Hawaiian apprentice work to save a village from hot flowing lava. Witness the courage of the Hawaiian people as they seek to save their precious land, species, ancient language, and their very culture. This captivating docu-drama, the newest giant screen film featuring Hawai'i in 25 years, takes audiences from pre-historic to present, inspiring deeper understanding of these islands to promote education and preservation of Hawai'i for future generations. Experience *Hawai'i Islands of Fire 3D* and feel the adventure of aloha!

The Human Odyssey: Secrets of Our DNA

RELEASE DATE: 2017

FORMATS: 2D, 3D, 15/70, IMAX Digital, Dome-customized 15/70, Fulldome Digital, broadcast format

LENGTH: 40:00

PRODUCER/DISTRIBUTOR: Weldon Communications and Twin Cities PTV

CONTACT: JoAnna Baldwin Mallory, jbm@scienceandsocietycenter.com

The Human Odyssey: Secrets of Our DNA, a giant screen film and prime-time PBS series, tells a sweeping story of more than 70,000 years of human history, as our ancestors traveled out of Africa and came to inhabit every continent on Earth. Our cameras will vividly capture the stunning diversity of the living world in this epic global trek, as scientist explorers track ancient migrations and probe the intricate interplay of the human genome and the environments our ancestors encountered. Audiences will discover the biological engines of genetic change that make human beings so much the same, yet so different, and able to adapt to a breathtaking range of environments around the planet. As scientist Eric Lander tells

us, “The genome is like a storybook—you could take it to bed like *One Thousand and One Arabian Nights* and read a different story in the genome every night.”

LightSpeed Pioneers: Stranded on Mars

RELEASE DATE: Late 2015/early 2016

FORMATS: 2D, 3D, DCI-compliant Digital, Fulldome Digital

LENGTH: 25:00 and 45:00

PRODUCER: Wonder Mill Animated Properties/
No Final Frontier Productions

DISTRIBUTOR: Evans & Sutherland (FullDome Only);
2D and 3D digital TBD

CONTACT: Lee Fanning, fanning.lee@gmail.com

LightSpeed Pioneers: Stranded on Mars is an upcoming, traditionally animated science fiction/adventure film designed for both fulldome planetarium screens and giant screen institutional theaters. Set in a future golden age of commercial space exploration, the film follows a group of teenage astronauts-to-be as they match their wits and wills while training for voyages to other worlds. Simulated dangers become all too real, however, after a crash landing on Mars strands the group on the wrong side of the planet, where they'll have to think fast—and use their science know how—to survive the red planet's ever-mounting dangers. An action-packed educational adventure built to provide dynamic, STEM-focused curriculum for audiences between the ages 9 to 14, *LightSpeed Pioneers: Stranded on Mars* will be a one-of-its-kind experience that explores the unique science of our nearest celestial neighbor, as well the history of its unmanned exploration, and the future of human kind's presence there.

Mysteries of the Mediterranean

RELEASE DATE: 2017/2018

FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, Fulldome Digital

LENGTH: 40:00 and 20:00

PRODUCER: Principal Large Format

DISTRIBUTOR: To be determined

CONTACT: Phil Streater, phil@plf.cc

Five million years ago the waters of the Atlantic Ocean cascaded into a desert bowl between Europe and Africa, and the Mediterranean Sea was born. Since that time the mighty empires of Egypt, Greece, and Rome have come and gone on its shores, and dolphins, loggerhead turtles, and monk seals now live in its waters. It is a place where WW2 fighter planes have turned into reefs of soft coral, 3000-year-old urns are home to shimmering shoals of fish, and 16-foot-high statues from the sunken city of Heracleion are lying where they fell 1200 years ago. This is a sea where the cradle of civilization runs parallel with the natural world. In the depths off ancient Athens, we discover something special—20 families of sperm whales, the most social of the great whales. Come with us on a journey into the *Mysteries of the Mediterranean*. A 20-minute version of the film will also be available in all digital formats.

Secrets of the Universe

RELEASE DATE: 2016

FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital, Dome-customized 15/70, 4K/2K Digital

LENGTH: 40:00 and 24:00

PRODUCER: The Stephen Low Company

DISTRIBUTOR: K2 Communications

CONTACT: Mark Kresser, mark_kresser@k2communications.com

Travel to the Franco/Swiss border where the world's most brilliant scientists are working to find answers to some of life's most enduring “secrets,” such as the origins of the universe as we know it after the big bang. Aided by the world's most powerful microscope, the \$13 billion Large Hadron Collider, we learn about why particles have mass, the nature of dark matter, the causes of gravity and more.

Untitled Toni Myers Space Documentary

RELEASE DATE: 2015

FORMATS: 2D, 3D, 15/70, IMAX Digital

LENGTH: To be determined

PRODUCER/DISTRIBUTOR: IMAX Corporation

CONTACT: Gina Glen, gglen@imax.com

Myers' upcoming 3D film, which is still untitled, will use IMAX's extremely high-resolution photography and videography to offer breathtaking, illuminating views of our home planet from space, exploring the astonishing changes that have occurred on Earth in just the past several decades. Made in cooperation with the National Aeronautics and Space Administration (NASA), the film will explore mankind's future on-and-off-the planet, increasing our understanding of the solar system, while also traveling light-years to other star systems to ponder the possibilities of “Goldilocks,” an Earth-like planet. The film is expected to be released in 2015.

Wild Brazil

RELEASE DATE: Summer 2016

FORMATS: 2D, 3D, 15/70, DCI-compliant Digital, IMAX Digital

LENGTH: 40:00 and 20:00

PRODUCER/DISTRIBUTOR: Giant Screen Films and K2 Communications

CONTACT: Tom Rooney, trooney@gfilms.com

Dark jungles with hidden people. Mysterious denizens lurking in quiet rivers. Bottomless caverns riddled with gemstones. Pulsing cities with precariously perched favelas and tropical beaches. A kaleidoscope of culture and color and Carnival, Brazil is a provocative country that stirs our senses and imagination. This giant screen film explores the hope and future of this distinctive land and celebrates its natural riches, emerald forests, and spirited people. Witness a photographic odyssey from the wilds of the Amazon to the city lights of Rio de Janeiro, from thundering Iguazu Falls to serene white sand beaches. Experience a wild land of light and color and rhythm. Released to coincide with Brazil's emergence onto the world stage in the coming years, *Wild Brazil* is a vibrant and musical portrait of a nation poised to lead and succeed in the 21st century.

TRADE SHOW EXHIBITORS

Visit these exhibitors at the trade show on Monday, September 22, 4:00-8:00 pm, in the Osgood Ballroom at the Sheraton. Cocktails and hors d'oeuvres will be available. Prizes will be awarded throughout the trade show, and you must be present to win.

3D Entertainment Distribution

Francois Mantello, fmantello@3DEFilms.com
44-20-7681-2357
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3D Entertainment Distribution (3DED) is the theatrical sales and marketing arm of 3D Entertainment Films, a vertically integrated company founded in 2001 and focused on the production, post-production, sales and distribution of innovative 3D films for IMAX theatres and Digital 3D cinemas worldwide. Its mission is to immerse audiences of all ages in unique story-driven experiences that both inspire and educate. The cornerstone of the company's film catalogue is a unique underwater film trilogy presented by Jean-Michel Cousteau that has grossed over USD 86 million at the box office to date. In 2010, the company successfully launched its first acquisition, the USD 20 million-grossing *Sea Rex 3D: Journey to a Prehistoric World* (Best Earth Sciences Program Award, 2011 Jackson Hole Wildlife Film Festival). Following the fast-paced *Air Racers 3D* narrated by Paul Walker in 2012, 3DED released the safari-themed *Kenya 3D: Animal Kingdom* in 2013. In time for the 70th anniversary of the historic landings, in 2014 3DED launched the critically acclaimed and family-friendly *D-Day 3D: Normandy 1944*, narrated by Tom Brokaw. Returning to the marine world with its upcoming release, *Secret Ocean 3D*, directed by Jean-Michel Cousteau, is slated for March 2015. The company has offices in London (UK) and Los Angeles (California). For more information, please visit <http://www.3DEFilms.com>.

Achtel Pty. Limited

Pawel Achtel, pawel.achtel@24x7.com.au
61-40-747-2747
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Achtel Pty. Limited specializes in 3D underwater cinematography for giant screen films. Our unique approach to filmmaking and storytelling focuses on merging science-based camera technology with research-based animal behavior. We have produced the most innovative underwater filming system in years—revolutionary new housings: DeepX and 3Deep for shooting in 2D and 3D underwater. Up until now, capturing cinema-quality images underwater, especially in 3D, has meant large, cumbersome, and expensive equipment; large camera crews; and images dramatically degraded by traditional underwater flat and dome ports. It has made it almost impossible for filmmakers to get close to the very creatures they're trying to film. And, it's never been possible to capture images that match the quality you can get above water. Our inventions changed all that. We produce slate of our own films and help others with their 4K (and higher) 3D production needs above and underwater.

BIG & Digital

Tina Ratterman, tratterman@biganddigital.com
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Twitter: [@biganddigital](https://twitter.com/biganddigital)
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A distribution and marketing company specializing in the placement and promotion of 70mm and digital high-quality, family-friendly educational films for all ages, including Kids' Corner Movies for Kids Ages 2-7. We are committed to maximizing box office success and building long-term relationships with producers and theaters. Big Screens. Big Impact. Big Box Office.

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Evans & Sutherland

Michael Daut, mdaut@es.com
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Evans & Sutherland (www.es.com) provides Digistar 5, the world's most advanced full-dome digital cinema and planetarium system. Digistar 5 has been optimized as a digital replacement for 15/70 film in dome theaters at resolutions up to 8K in 2D and full-dome 3D. E&S also distributes a large library of titles converted from giant screen film to digital full-dome format. E&S is also the world's leading producer and distributor of digital full-dome shows. Digistar 5 combines ultra-high resolution full-dome video playback in 2D and 3D with a real-time 3D computer graphics engine and a comprehensive astronomy database, all within a powerful easy-to-use graphical user interface. As a full-service system provider, E&S also offers Spitz domes and a full range of theater systems, including audio, lighting and show control. E&S markets include premium giant screen theater, planetariums, science centers, and themed attraction venues. E&S products have been installed in over 1,300 theaters worldwide.

Foxfire Interactive

Brad Lisle, brad@foxfireinteractive.com
1-508-699-6650
foxfireinteractive.com

Foxfire Interactive is a media production company that specializes in science and medical

education. The company was founded in 2000 by award-winning interactive producer and former science museum educator Brad Lisle. Brad has a passion for making science exciting and understandable to audiences worldwide and his company brings together a highly creative and experienced group of interactive media professionals. Clients include some of the world's foremost teaching hospitals, educational institutions, and biopharmaceutical companies. The NSF recently funded Foxfire, Masters Digital, and Purdue University to produce an interactive show for giant screen theaters called *Global Soundscapes*. Please stop by our tradeshow booth to learn more.

Giant Screen Films

Don Kempf, dkempf@gfilms.com
1-847-475-9140
www.gfilms.com

Giant Screen Films is one of the world's leading giant screen/IMAX film production and distribution companies. The company's mission is to create and distribute films that portray fascinating subjects and events in a manner that inspires children and adults around the world, taking advantage of advanced sight and sound technologies of the giant screen medium.

IMAX Corporation

Mike Lutz, mlutz@imax.com
1-310-255-5505
Twitter: [@IMAX](https://twitter.com/IMAX)
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IMAX Corporation was formed more than 40 years ago in the world of specialty giant screen theatres and has now become a leading global entertainment and technology brand. IMAX's pioneering spirit thrives today as it makes its largest investments ever in the giant screen industry's future to continue to deliver entertainment experiences that take audiences beyond the edge of their seats to a world they've never imagined. These initiatives include the development of the IMAX GT laser projection, which is expected to set a new standard in image quality with greater

TRADE SHOW EXHIBITORS

brightness, contrast and color, as well as its recently launched IMAX original film fund of up to \$50 million to finance an ongoing supply of educational documentaries that push the envelope of traditional documentary filmmaking for a new generation of moviegoers.

Jenoptik Optical Systems

Ray Malcom, Ray.malcom@jenoptik-inc.com
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Jenoptik Optical Systems specializes in design and manufacture of custom high-performance projection, anamorphic projection and cinematography lenses. Our technical team helps our customers deliver unique solutions incorporating capabilities such as higher-resolution formats, dome projection, special 3D solutions, and special filters or masking. We are part of Jenoptik AG, with over 3,400 employees globally working to deliver transformative solutions.

K2 Communications

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Twitter: @K2comm
k2communications.com

K2 is committed to producing, distributing, and developing films that resonate with diverse audiences, and that are rich in STEM content. Working jointly with respected filmmakers like Steven Low, K2 has released a number of solid performing Large Format films including *The Ultimate Wave Tahiti*, *Fighter Pilot*, *Legends of Flight*, *Rescue* and *3D Sun* (co-production with Melrae Pictures). We are currently in production on *Journey to Space* (a co-production with Giant Screen Films releasing in February 2015), as well as *Carrier* and *Secrets of the Universe* (both of which are co-productions with Stephen Low Productions releasing in summer 2015 and spring 2016 respectively). K2 also distributes a number of films for other respected production companies within our industry.

Laser Fantasy

Jay Heck
1-425-214-0772
jay@laserfantasy.com
facebook.com/LaserFantasyLaserShows
twitter.com/laserfantasy

Founded in 1977, Laser Fantasy grew to become the world leader in the planetarium laser light show market. Laser Fantasy produces innovative laser lighting effects for science centers, theme parks, corporate events, and custom projects. Over the years trends and techniques in the laser industry have evolved, but Laser Fantasy has always provided top-notch laser hardware and outstanding shows. Combining the world's most award-winning laser show art department with brilliant laser light projectors to entertain and inspire audiences the world over.

MacGillivray Freeman Films

Bob Harman, bharman@macfreefilms.com
Chip Bartlett, cbartlett@macfreefilms.com
1-949-494-1055
macgillivrayfreemanfilms.com

MacGillivray Freeman Films is the largest independent producer of giant-screen films and has produced many of the most popular and highest grossing films in the industry. Current releases include *Journey to the South Pacific*, in partnership with IMAX Corporation, and *Hidden Universe*, produced by December Media. Our upcoming releases for 2015 include *Humpback Whales*, an underwater adventure into the mysterious world of the ocean's most captivating whale, and *America Wild: U.S. National Parks* (wt), a celebration of the great outdoors in time for the 100th anniversary of the U.S. National Park Service. Visit us at booth #116 to learn more about these exciting releases and our library of award-winning films, including *Grand Canyon Adventure*, *Hurricane on the Bayou*, *Mystery of the Nile*, *Everest*, *Arabia*, *Van Gogh*, and the Academy Award®-nominated pictures *Dolphins* and *The Living Sea*.

National Geographic Studios

Mark Katz, mkatz@ngs.org
1-212-224-8479
nationalgeographic.com/movies
facebook.com/natgeomovies
Twitter: @natgeomovies
#natgeofilms

Living up to its global reputation for stunning visuals and engaging stories, National Geographic Studios produces and distributes giant screen and digital films in 2D and 3D for both institutional and commercial theaters. In 2015, National Geographic is releasing *Deepsea Challenge 3D* and *Robots 3D*. Other NGE films include *Jerusalem*, *Mysteries of the Unseen World*, *Flying Monsters*, *Meerkats*, *Sea Monsters: A Prehistoric Adventure*, *Lewis and Clark*, *Forces of Nature*, *Mysteries of Egypt*, *Shackleton's Antarctic Adventure*, *The Wildest Dream: Conquest of Everest*, and more!

nWave Pictures Distribution

Goedele Gillis, ggillis@nwave.com
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nwave.com

nWave Pictures Distribution is the sales and marketing arm of nWave Studios, a fully-integrated digital feature animation studio based in Brussels (Belgium). The company is known as a market leader in the supply of exciting and immersive 3D content that maximizes the WOW factor for audiences. We offer giant screen educational documentaries for institutional sites (science centers, aquariums, zoos and natural history museums, etc.), and attraction films and ride simulation titles for entertainment venues (theme parks, stand-alone attractions and family entertainment centers). Recent releases include *Galapagos 3D: Nature's Wonderland* narrated by Jeff Corwin, *Penguins 3D* narrated by David Attenborough, and the 2014 premiere of *The Great Apes 3D*. Our company is headquartered in Brussels with a sales office in Burbank in California. More information at nWave.com.

Ontario Science Centre

Natalie Das, natalie.das@osc.on.ca
416-696-4622
OntarioScienceCentre.ca

The Ontario Science Centre uses science as the lens to inspire and actively engage people in new ways of seeing, understanding, and thinking about themselves and the world. As one of the world's first interactive science centers, we've been delighting, informing, and challenging our visitors for over 40 years. We create engaging science experiences for ourselves but we also can create them for our client-partners at science centres, museums, associations and other institutions around the world. We have an experienced and talented in-house team of scientists, researchers, designers, and fabricators who can develop, design, and build exhibits to your specifications. Our clients choose to buy our exhibits or lease our travelling exhibitions because they trust the integrity of our science, the entertainment value of our designs, the quality of our craftsmanship, and the reliability of our customer service and support.

Schneider Optics

Dwight Lindsey, dlindey@schneideroptics.com
Fred Morris, fmorris@schneideroptics.com
1-614-975-6604
Henry Greese, hgreese@schneideroptics.com
631-761-5000 ext. 238
schneideroptics.com, 1-800-228-1254

Schneider continues to expand the digital line of giant screen lenses with a new FISH EYE Lens and a 26 mm lens in the Di Star + HD Series of 11 fixed focal length lens. Projection digital ND filters, digital polarizer, digital anamorphic lens, specialty lens on request.

SK Films

Jonathan Barker, jbarker@skfilms.ca
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Wendy MacKeigan, wmackeigan@skfilms.ca
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Amber Hawtin, ahawtin@skfilms.ca
1-416-367-0440 ext. 3033
skfilms.ca

SK Films is a giant screen industry leader and was founded by veteran feature film, television, and giant screen executive Jonathan Barker and IMAX Corporation co-founder Robert Kerr. SK is an award-winning producer and distributor, including the highly acclaimed, *Flight of the Butterflies*, *Journey To Mecca: In the Footsteps of Ibn Battuta* (Winner - "Most Popular Film" and "Best Dramatic Short"), and *Bugs!* (Winner - "Best Film for Lifelong Learning" and "Best Marketing by a Distributor"). SK works with other industry-leading players to bring films to market, such as the U.S. National Science Foundation and the Howard Hughes Medical Institute through its newly formed Tangled Bank Studios. SK Films is currently in partnership with Tangled Bank on development of its next giant screen film, *Amazon Adventure 3D*.

Spitz Projection Domes

Joyce Towne, spitz@spitzinc.com
1-610-459-5200
spitzdomes.com
[facebook.com/SpitzInc](https://www.facebook.com/SpitzInc)

Spitz is the world's leading provider of projection domes, with over 2,000 domes installed in giant screen cinemas, planetariums, and attractions worldwide. NanoSeam™ by Spitz is the only seamless projection surface available, offering unmatched uniformity under show projection. Spitz offers dome repaneling for Giant Screen theaters, which greatly improves the quality of large-format projection. We've repaneled projection domes at the Reuben H. Fleet Science Center, Science Center Singapore, and Science Museum of Virginia with NanoSeam, providing optimal projection surfaces for modern digital projection methods. Spitz also provides planetariums, full-dome shows, and architectural dome design and construction services. For more information on Spitz NanoSeam projection domes, please visit <http://www.spitzdomes.com>.

The Stephen Low Company

Pietro Serapiglia, pserapiglia@stephenlow.com
1-514-633-6036
www.stephenlow.com

High-impact storytelling is what this company is about. Come see us about our latest release, *Rocky Mountain Express* and our library of award-winning giant screen favorites.

Strong-MDI Screen Systems

Francois Barrette, francois.barrette@strong-mdicinema.com
1-877-755-3795
strong-mdicinema.com

Strong|MDI is committed to manufacturing and developing the highest quality 2D and 3D projection screens, high-tech coatings, specialty surfaces, motorized systems as well as large-size structures and frames. Our 76,000-square-foot Canadian facility allows us to offer unparalleled production capacity, and our strict quality control measures are dictated by ISO-9001 standards. We also boast a dynamic R&D department that includes a specialized laboratory for coating development. These elements combined with our dedicated customer service, technical and engineering teams, allow us to provide solutions for all projection requirements, no matter the size or complexity.

USHIO America, Inc.

Jan Johnson, jjohnson@ushio.com
1-714-229-5344
ushio.com

USHIO America, Inc. is a leading manufacturer of Specialty and General Illumination lighting solutions based in Cypress, California. Established in 1967 as a subsidiary of USHIO Inc., in Tokyo, Japan, USHIO carries over 3,500 general lighting and specialty products. USHIO is the xenon lamp of choice for the digital cinema industry, offering a full line of xenon lamps that are approved by Barco, NEC, and Sony. USHIO also offers a washing system for cinema 3D glasses.



Mark Bretherton

CEO, IMAX Theatres Australia
(Worlds Biggest Screens Pty. Ltd.)
Session: *Marketing, Merlot, and Martinis*

Mark Bretherton is CEO of Worlds Biggest Screens Pty. Ltd., the operators of the giant screen theaters in Australia. He joined the business in Australia in 1996, primarily in a film and theater marketing role, and assumed the position of CEO in December 2002. He has launched 95 IMAX films in Australia, grossing over \$115,000,000. The GSCA awarded him two of the prestigious MAC Awards (Marketing and Creativity) in two consecutive years for Best Film Launch by Theater. He is currently on the board of GSCA. Prior to joining the giant screen business he was responsible for exhibition marketing at Sydney's Powerhouse Museum. This also included marketing the Sydney Observatory and the Sydney Mint Museum. He has worked as a writer on popular culture and is the author of *Rock and Roll Revolutions* (Longmans, 1996), a short history of popular music and the music industry.



Katy Hipp Burgwyn

Director of Marketing,
Marbles Kids Museum
Session: *Alternative Content:
What's It All About?*

Katy Burgwyn has more than 10 years' experience in branding, communications, public relations, and marketing. At Marbles Kids Museum, one of the most visited attractions in North Carolina, she leads marketing efforts, including setting the strategic marketing direction for the museum and its IMAX theatre. For the 272-seat Wells Fargo IMAX Theatre at Marbles, Burgwyn oversees promotions and placement and serves as a part of the film selection team. She has been with Marbles since 2008, serving as Director of Marketing for the past four years. Previously, Ms. Burgwyn was Director of Communications at Girl Scouts-North Carolina Coastal Pines and Project Coordinator at the Greater Raleigh Chamber of Commerce. She is

a past president of the Raleigh Public Relations Society and on the board of directors of the Junior Woman's Club of Raleigh. A graduate of North Carolina State University, Katy received her BA in Communication with concentrations in Public Relations and Intrapersonal Communication.



Diane Carlson

Vice President of Guest Services
and Theaters,
Pacific Science Center
Sessions: *Giant Screen 101;
Marketing, Merlot, and Martinis*

Diane Carlson is Vice President of Guest Services and Theaters at Pacific Science Center in Seattle. She has been actively involved in many aspects of the field, including advising on film projects and consulting on theater operations and marketing. Her travels have included visiting over 100 IMAX theaters on four continents. GSCA committee participation includes membership, marketing, and professional development. Her contributions to the annual conference programming include initiating and coordinating the Giant Screen 101 Workshop and Great Marketing Ideas. She is serving her second elected term on the GSCA board. The launch of the Boeing IMAX theater that she led garnered a GSTA MAC theater launch award in 1999. She was honored in 2012 with an IMAX Founders Award and in 2013 with a GSCA Big Shoe award. She attended the University of California at Berkeley earning a Bachelors of Science degree in zoology and a Masters of Public Health.



Kim Cavendish

President and CEO, Museum of
Discovery and Science
Session: *Marketing, Merlot, and
Martinis*

Cavendish has led science museums since 1981 and institutional theaters continually since 1992. Starting her museum career in Fort Lauderdale, she originally served 14 years as Executive Director of the Museum of Discovery and Science in Fort Lauderdale, Florida, leading it from a small

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children's museum into a new science center and IMAX Theater that opened in 1992. She led the Virginia Air and Space Center from 1995 to 2000. She then served as President of the Orlando Science Center for over 2 years before returning to be President/CEO of the Museum of Discovery and Science in 2002. She is currently the chair of GSCA and has served on the Board and its forerunner (the GSTA) from 2004 to 2011, chairing its Publications Committee. She recently completed multiple terms on the Boards of Directors of the Association of Science-Technology Centers. She was a two-term President of the Florida Association of Museums and was presented with their Lifetime Achievement Award in 2013.



Myles Connolly

Producer, 360-Media
Sessions: Giant Screen 101, Mastering the Giant Screen Workflow

After studying film at the University of California Santa Barbara, Myles spent time working on features in Hollywood before making the leap to the world of documentary filmmaking in the early 90s. He has filmed in more than 40 countries during his 25-year career and filled a number of production and postproduction roles along the way, including producer, writer, picture editor, and VFX supervisor. He has worked extensively in the large format genre on more than 20 70mm films, including the high-profile projects *Everest*, *The Living Sea*, *Samsara*, and most recently, the award-winning *Flight of the Butterflies*. With more than 10 years of experience in the developing 3D formats, Myles is considered an expert in this very demanding field. Working alongside some of the best talent in the film business, his efforts have helped garner numerous awards, including the Cine Golden Eagle, the Grand Prix du Festival at the Theater du La Geode in Paris, the "Best 3D/Immersive" award at the Jackson Hole Wildlife Film Festival, and two Academy Award nominations in the Short Documentary category.



Daniel Ferguson

Writer/Producer/Director, Cosmic Picture, LLC
Sessions: Giant Screen 101, Giant Screen Wow Moments and Storytelling

Daniel Ferguson entered the giant screen industry in 1998 as a producer and distributor for Primesco Communications. He was Line Producer on *Lost Worlds: Life in the Balance*, and distributed *Wolves*, *Wildfire: Feel the Heat*, *Bears* and *India: Kingdom of the Tiger*. After leaving Primesco in 2002, he worked as Co-Writer and Associate Director of *Wired to Win: Surviving the Tour de France*, Line Producer and Script Editor of *Journey to Mecca* and Creative Consultant for MacGillivray Freeman Films on *Everest: Conquering Thin Air*. He wrote and directed the recent release *Jerusalem 3D*. From 2010-2014 he has served on the board of the GSCA and he is co-chair of the Professional Development Committee. He is also an active member of the Conference Committee and the Awards sub-committee. He graduated McGill University in 1996 with a degree in Theology and has a diploma from the Vancouver Film School.



Paul Fraser

Founder/President, Blaze Digital Cinema Works
Sessions: The Digital Pathway for Domes, Alternative Content: What's It All About?

Blaze Digital Cinema Works LLC is a consulting and project management firm specializing in business development and planning for digital cinema in all the forms it can take—flat screen and dome, 2D/3D/4D—for museum and commercial sectors, and all functions—exhibition, production and distribution. One of Blaze Digital's specialties is guiding museum-theater clients, as an owner's rep, through business planning for, and ultimately the acquisition of, a new digital projection system. Blaze also helps develop films through planning and executive production services and handles content licensing assignments.

Paul has held newly created positions and C-level roles, whose mandates were to develop a new business. Between 1986 and 2000, Paul led giant screen theater and film divisions at IMAX Corporation and Ogden Entertainment. Paul acquired a strategic marketing acumen from his early-career work in brand management at Procter & Gamble. He has a Bachelor of Commerce degree from Queen's University in Canada. See www.blazedigitalcinema.com.



Christian Fry

Producer/Director, Pretend Entertainment
Sessions: Giant Screen 101, Mastering the Giant Screen Workflow

Christian co-wrote, produced, and directed the giant screen film *Air Racers 3D*, a co-production between his company, Pretend Entertainment, and 3D Entertainment. It was widely released in giant screen theaters around the world in 2012. Christian's first and lifelong passion is for the ocean and her animals. During the late 90's, Christian joined The Whaleman Foundation in filming, editing, and producing environmental documentary films highlighting issues facing marine mammals and their habitats. In 2003 Christian produced the Whaleman Foundation's film *Deadly Sounds in the Silent World*, which won best short at the Jackson Hole Wildlife Film Festival. Christian is an instrument-rated private pilot and currently serves as the Vice President of the Santa Monica Airport Association assisting in their efforts to save the airport. He is also actively involved within the GSCA, serving on three committees and chairing a task force on production and post-production workflow.



Corinna Graham

Marketing Analyst, Museum of Science, Boston
Session: Marketing, Merlot, and Martinis

Corinna Graham is the Marketing Analyst at the Museum of Science, Boston. She began her career in 2011 in the

marketing department at an educational nonprofit and started at the museum in 2012 as the Marketing Coordinator. Corinna transitioned into her current analyst position in January of 2013. Corinna is now responsible for tracking the effectiveness of the museum's marketing campaigns. She reports to museum management, quantifying and analyzing consumer response to all marketing initiatives, from paid advertising to organic social media outreach. In addition to these responsibilities, Corinna creates and posts all content for the museum's Facebook page and works closely with colleagues on the museum's Twitter and Instagram accounts.



Tim Hazlehurst

Vice President of Operations, Marbles Kids Museum and the Wells Fargo IMAX Theatre at Marbles

Sessions: Alternative Content: What's It All About?, Technical Session

With over 14 years of experience in the giant screen industry, Tim Hazlehurst is currently the Vice President of Operations for Marbles Kids Museum and the Wells Fargo IMAX Theatre at Marbles in Raleigh, North Carolina. Marbles ranks as one of the top 10 field trip destinations in North Carolina, with over half a million visitors a year to both the IMAX theater and museum. Drawing on his background in information technology and facilities management, Hazlehurst manages all facets of his institution's IMAX Theatre and oversees campus-wide guest services and facility operations. Hazlehurst planned and executed his theater's recent conversion from 15/70 film to digital, placing his theater at the forefront of the industry's move to digital projection. Prior to entering the non-profit world, Hazlehurst worked for several corporations in the information technology field and in data center management. Originally from England and having grown up in the United States, Hazlehurst has a Bachelor of Arts in Math from the University of Virginia in Charlottesville, Virginia.

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Martin Howe

CEO, TEQ4

Session: Technical Session

Martin is based in Brighton in the UK and has over 30 years' experience in technology, entertainment, and education markets. He is a creative "techie" with a passion for creating realistic and engaging immersive experiences. His specialization is in ultra-high resolution applications and interactive learning environments. He is an ideas generator and a big-picture thinker with the ability to translate those into a structured plan and hands-on delivery. He is currently co-chair of the GSCA Technical Committee and has been appointed to the board for 2014. He also is the chair of the DIGSS (Digital Immersive Giant Screen Specifications) Task Force. Martin's deep passion for "the experience of immersion" is tempered by a pragmatic approach and a thorough understanding of the commercial realities. His ironic sense of humour helps balance his impatience to get things done.



Chris Hurtubise

Senior Director of Marketing & Communications, COSI

Session: Alternative Content: What's It All About?

Chris Hurtubise is an experienced giant screen theater and marketing professional working for COSI—The Center of Science and Industry in Columbus, Ohio. Chris has been with COSI for 17 years and has been associated with the giant screen theater for 13 years. In her role at COSI, she is the Senior Director of Marketing & Communications and is responsible for marketing of the National Geographic Giant Screen Theater as well as overseeing a four-person marketing team. In addition to her experience at COSI, Chris has experience in consumer products sales and business-to-business marketing for professional services.



Stephen Low

Director,

The Stephen Low Company
Session: Giant Screen Wow Moments and Storytelling

Stephen Low is one of the most experienced filmmakers in the large format medium, bringing to his work a unique storytelling vision and an understanding of the language, limitations, and tremendous possibilities of giant screen 2D and 3D cinema. Stephen never tackles the simple subjects. In working to push the visual and storytelling potential of the large format, this Montreal-based filmmaker has turned out more than 15 remarkable giant screen audience experiences, including *Rocky Mountain Express*, *The Ultimate Wave Tahiti*, *Super Speedway*, *Skyward*, *Beavers*, *Titanica*, and *Volcanoes of the Deep Sea*.



Chris Loynd

Director of Marketing,
The Maritime Aquarium
at Norwalk

Session: Alternative Content

Movie theater seats are one of the most underutilized properties in all of real estate. Since joining The Maritime Aquarium in 2007, Chris Loynd has been working to find more opportunities to fill his institution's IMAX theater seats. Chris is also tasked with filling the Aquarium's exhibit floors, school programs, gift shop and research vessel. He comes to the Aquarium from 17 years' running his own advertising agency, Influential Communications, serving an eclectic variety of consumer and industrial clients, ranging from IBM to a local Harley-Davidson dealer. He's worked in ad agencies in New York, Milwaukee, and Princeton. He started his career as an agricultural journalist and has a BS in Plant Pathology-Entomology and a BA in Journalism from the University of Delaware. Like many more "experienced" folks, he continues to adapt to the new tools of marketing. Read his blog "Digital Expatriate" at: ChrisLoynd.blogspot.com.



Kent Maahs

Director of Sales & Retail Operations,

Science Center of Iowa
Session: Alternative Content

I am a proud native Iowan.

Born and raised in rural Calhoun County, I attended Luther College and Iowa State University. For over 20 years I have been involved in sales and sales management, working for Barnes & Noble Booksellers and Target stores. I began my relationship with the Science Center of Iowa & Blank IMAX Dome Theater in 2005 as a volunteer and was hired the following year. I currently hold the position of Director of Sales & Retail Operations. My department includes not only our IMAX Dome Theater, but also the café/food operations and all Facility Rentals. Finding alternative uses for all areas of our building and additional revenue streams to fund mission is vitally important to my role at SCI. Therefore, I'm very excited to take part in the GSCA panel on alternative content in theaters this year.



Greg MacGillivray

Producer/Director, MacGillivray Freeman Films

Session: Giant Screen Wow Moments and Storytelling, Digital Pathway for Domes

Greg MacGillivray has produced and directed some of the most successful films for giant screen theaters, including the box-office hit *Everest* and the Academy Award®-nominated films *The Living Sea* and *Dolphins*. With 37 giant screen films to his credit, MacGillivray has shot more 70mm film than anyone in cinema history—more than two million feet. He is the first documentary filmmaker to reach the \$1 billion benchmark in worldwide ticket sales. An ardent ocean conservationist, MacGillivray and his wife Barbara recently founded the One World One Ocean Foundation, a nonprofit public charity devoted to science education and changing the way people see and value the ocean. MacGillivray's films are known for their artistry and their celebration of the natural world.



Toby Mensforth

VP of Partner Development,
Event Network

Session: Giant Screen 101

Toby Mensforth has held progressive roles in the cultural

attraction and museum industry for over 20 years. He spent 10 years as Vice President at the Smithsonian Institution working for Smithsonian Business Ventures. He was a leader in developing businesses at all SI museums, including IMAX theaters, simulators, planetarium, foodservice, and retail. Toby previously worked for IMAX Corporation for five years, where he directed their chain of theaters and international client services group. He started his career at the Canadian Museum of Civilization in Ottawa, Canada. For the last three years he has successfully managed his own consulting practice, specializing in earned revenue for museums. Toby is proud to announce that he has joined the business partnership team at Event Network, the premier company in cultural attraction retail. Toby is the Past-Chair of the GSCA and has been a member of their executive team for the last five years.



Toni Myers

Producer, Director, Writer, Editor,
IMAX Corporation

Session: Giant Screen Wow Moments and Storytelling

Born and raised in Toronto,

Canada, Toni Myers is a veteran IMAX filmmaker, credited in more than 18 IMAX films spanning a multi-faceted career of over 40 years. She was editor and writer of IMAX's groundbreaking space trilogy: *The Dream Is Alive*, *Blue Planet*, and *Destiny In Space*. With the advent of IMAX 3D, Myers wrote, edited, and co-produced the award-winning *Deep Sea 3D* and *Under the Sea 3D* with Howard and Michele Hall. She was Producer/Director/Writer/Editor of *Space Station 3D* and *Hubble 3D*, each awarded Best Film by the GSCA and among the most successful IMAX documentaries ever made. Myers has enjoyed

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a long and productive association with NASA as a key member of the IMAX team that has trained 145 astronauts and cosmonauts in IMAX film making for 24 missions flown over 25 years. To date, over 100 million people have seen the IMAX space films worldwide.



Jackie Mollet

**Managing Director/Visitor Services,
Saint Louis Science Center**
Sessions: Marketing, Merlot, and Martinis; Digital Pathway for Domes

Jackie Mollet recently celebrated 15 years at the Saint Louis Science Center. She has worked in a variety of capacities and in June was promoted to Managing Director/Visitor Services. She oversees most earned revenue areas for the Science Center as well as front line staff and vendor/partner relationships. Jackie is an active member of the GSCA and sat on the Board 2011-2013.



James Neihouse

Cinematographer
*Session: Giant Screen 101,
Bring Back Our Wide Shots*

James Neihouse is a freelance cinematographer who has been involved with the giant screen film business since 1976. His credits include some of the most successful films in the format, including *The Dream Is Alive*, *Space Station 3D*, and *Hubble 3D*. In 1980 he was cinematographer for *The Eruption of Mount St. Helens*, the first giant screen film to be nominated for an Academy Award. Neihouse's work has taken him from the Arctic Circle to the jungles of India, from South Pacific coral reefs to Sub-Saharan Africa, and from the decks of The America's Cup yachts to the cockpit of the Space Shuttle. In his work with NASA, he has trained more than 20 shuttle crews on the intricacies of large format filmmaking. In 2014 he was invited to become a member of the Academy of Motion Picture Arts and Sciences, cinematography branch.



Kim Nickels

Accounting and Finance
*Session: Alternative Content:
What's It All About?*

Kim is an accounting and finance professional with 20+ years of experience. She is currently doing freelance accounting and finance work, including production accounting for Sean Casey and National Geographic's current project *Extreme Weather* (WT). From 2008 through 2014, Kim was the VP of Finance and Operations for the Putnam Museum in Davenport, Iowa. She was a decision-making member of the museum's digital theater conversion task force and was responsible for programming of the giant screen theater, including content selection, contracting, ticket pricing, and scheduling. Programming included traditional giant screen documentaries, current and repertory Hollywood content, cable TV/sporting events, concerts, local filmmaker events, kids' programming, and corporate presentations. Over the past couple years she has informally consulted with numerous theaters during their digital investigation and conversion process. Kim is a member of GSCA's Professional Development Committee and Co-Chair of the Alternative Content Special Interest Group.



Phil Streather

CEO, Principal Large Format
Session: 3D for the Giant Screen

Phil founded and is CEO of Principal Large Format, a production company dedicated to developing and producing 3D Giant Screen (IMAX) features, 3D Theatrical Documentary features, and 3DTV. Phil was the producer of award-winning *Bugs! 3D*, was co-producer and Stereo Supervisor on *Meerkats 3D* and was the Stereo Supervisor on *Tiny Giants 3D*. Other 3D credits include *The London Eye 4D Experience*, *Carmen in 3D*, and *Madam Butterfly 3D*. Phil also devised and ran Advanced 3D: The National Stereoscopic Training Programme in the UK in 2010/2011, funded by Skillset and Sky 3D.



Rich Swietek

**Founder/Creative Director,
Friendly Giant Marketing**
*Sessions: Marketing, Merlot, and
Martinis; GSCA Audience
Research Results*

After college, Rich faced a career decision. Join the circus and entertain people as "Tiny" the clown? Or go into advertising and entertain people with his writing? Rich's decision was the right one. During his 30-year career, Rich's understanding of consumer behavior has helped brand, win awards, and move sales needles for an extensive list of clients, including the American Cancer Society, BASF, Boston Beer, Converse, GSCA, Johnson & Johnson, Ken's Foods, Ocean Spray, Penn Foster, Perrier, Stanley Hardware, and Steinway Pianos. He's also carved out a niche handling marketing and branding for destinations such as the Museum of Science in Boston, New England Aquarium, and Connecticut Science Center. He's currently helping market six documentary projects (5 giant screen) and an NSF-funded project with a goal to Record The Earth. Rich is currently Founder/Creative Director of Friendly Giant Marketing. He graduated in 1984 from Fairfield University with a degree in Psychology. He's taught Creative Concepts for the Ad Club of Boston, performed stand-up, been invited to Ringling's Clown College, and still dons his clown face for the occasional good cause.



Douglas Trumbull

President, Trumbull Studios
Session: Technical Session

Trumbull's work includes the photographic effects for *2001: A Space Odyssey*, *Close Encounters of the Third Kind*, *Blade Runner*, *Star Trek The Motion Picture* and others. He also wrote and directed *Silent Running*, *Brainstorm*, *Back To The Future - The Ride*, and *Secrets of the Luxor Pyramid*. He has pioneered new technologies for film production, including motion control, IMAX cameras, VistaVision cameras, the Showscan 60 fps 70mm process, and has won numerous

awards, such as the Gordon E. Sawyer Academy Award, several Academy nominations, the Academy Award for Technical Merit, the Tesla Award, the Pardo Award, and the Lifetime Achievement Awards from the Visual Effects Society and the Society Of Operating Cameramen, and the Presidents Award from the American Society of Cinematographers. Trumbull holds 23 US Patents in areas of entertainment technology. He is a member of the Director's Guild. He was a principal in the IMAX IPO in the early 1990s and served as Vice Chairman of IMAX.



Paul Wild

Theatre Director, IMAX Victoria
Inside the Royal BC Museum
Session: Giant Screen 101

October 2014 marks the 11th anniversary for Paul in the giant screen industry. During this time and with credit towards a commitment to film marketing and a great team of staff and management, IMAX Victoria has continually been a top performer in the industry. In addition, Paul has implemented and maintained the most successful annual pass program in the IMAX world, with around 19,000 to 20,000 members annually. In 2008 his projection booth team was awarded the Best Booth Award courtesy of IMAX Corporation. While essentially operating as an independent commercial theater, Paul has also had the benefit and experience of operating within the environment of a mission-based institution—the Royal BC Museum. His 20+ years of professional hotel management experience within the tourism and hospitality field complements his approach to the giant screen industry. Over the years he has contributed to the GSCA through a long-standing involvement on the Professional Development Committee and is a GSCA board member.

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GSCA is expanding its presence at the ASTC conference this year. Join us at the following events.

MUSEUM CINEMA DAY

Marbles Kids Museum Wells Fargo
IMAX Theater, Tuesday, October 21

11:00 am—Journey to the South Pacific
12:00 pm—Island of Lemurs: Madagascar
1:00 pm—Pandas 3D: The Journey Home
2:00 pm—Deepsea Challenge
3:00 pm—Great White Shark
4:00 pm—Jerusalem
5:00 pm—Galapagos 3D:
Nature's Wonderland

Going to the ASTC Conference?

SESSIONS

GSCA will lead two sessions
at the ASTC conference this year.

THE FUTURE OF INTERACTIVITY IN
MUSEUM THEATERS AND PLANETARIUMS

Sunday, October 19, 2:45-4:00 pm
Raleigh Convention Center
Room 302A

RETURN OF THE FORMAT:
THE MISSION STRIKES BACK
Monday, October 20, 4:15-6:15 pm
Raleigh Convention Center
Room 305A

GSCA IS.

TRADE SHOW BOOTH

Visit GSCA staff at
our booth during the
ASTC trade show. We'll
be promoting GSCA
and our members to
ASTC delegates.

