

THE AUDIO ENGINEERING SOCIETY

BULLETIN



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2010-2011 AES TORONTO SECTION EXECUTIVE

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Joint SMPTE/AES Presentation The Wonderful World of IMAX

Brian Bonnick, Samuel Zhou, Paul Judkins, Denis Tremblay

date time where	Tuesday, 10 May 2011 7:30 PM IMAX Theatre AMC WINSTON CHURCHILL 24,
	2081 Winston Park Dr. Oakville, ON NOTE: THIS MEETING OPEN <u>ONLY</u> TO MEMBERS OF TORONTO AES AND TORONTO SMPTE ONLY.

In recent years IMAX has been transformed from a company focused on special-venue institutional markets to a global brand for the ultimate commercial cinema experience where theatre audiences worldwide enjoy stunning and immersive images and superior sound. The success of IMAX is a result of continuing technology innovations.

Brian Bonnick, EVP, Technology

"The IMAX Experience and Evolution of IMAX Technology " Brian will provide an overview of key IMAX technologies including digital projection, camera technology, advanced audio, and post-production technologies. He will also discuss what makes an IMAX Experience different from a conventional cinema experience.

Samuel Zhou, VP, Image Technology "IMAX Digital Re-Mastering (DMR) Technology"

IMAX DMR[®] is an innovative technology for digitally re-mastering a conventional feature film for presentation in an IMAX theatre environment. Samuel will introduce the DMR process workflow that comprises image enhancement, audio re-mastering, quality control and data management, and he will demonstrate how DMR enhances image quality.

Paul Judkins, Director, Technical Film Projects "IMAX 3D Post-Production Technology"

More than 35 3D films were released in IMAX 3D theatres before the recent 3D cinema wave began in 2005. IMAX has developed a wealth of in-house knowledge in 3D film production. Paul will discuss examples of our proprietary 3D post-production processes, especially the 2D to 3D conversion process, and the 3D digital camera post-production process. He will show us an example of the conversion of 2D footage to 3D.

Denis Tremblay, Sr. Audio System Engineer "IMAX Advanced Audio Technology"

Superior sound quality is a key component of the IMAX experience. Denis will introduce the IMAX audio system and discuss how it differs from conventional cinema audio systems. He will also give an overview and brief demonstration of IMAX's recent advances in theatre audio system self-calibration.