

**We provide the *projection* to make your
stories *perfection*.**

A high-angle, wide shot of an IMAX theater audience. The seats are dark blue and arranged in a steep, curved tier. Many audience members are visible, looking towards the right side of the frame. The lighting is dim, with a bright light source visible on the right side of the image, creating a strong contrast and highlighting the audience's silhouettes.

IMAX: Projecting the Future

TEAM BASINGSTOKE

**Presenting to
miniEnterprize**

Jan 2025

Executive Summary



Problem

IMAX faces operational challenges due to its **large, fixed installations**, which limits its ability to reach **underserved** markets and appeal to *shifting customer demands*.

Recommendations

1

Modular IMAX Theatre Designs

*Projector systems with interchangeable components that can be **scaled up or down** depending on the size of the theatre.*

2

IMAX Director's Table

*Enhance the **immersive experience** of IMAX films by providing upscale, themed dining options during films.*

Result

IMAX becomes a leader in a **rapidly changing entertainment** landscape, increasing the accessibility and appeal of IMAX.



Competitor Analysis

Dolby Cinema

1. Broader Industry Partnerships
(Adopted by major studios like Apple Music)
2. Licensing Technology
(Dolby Atmos)
3. **Prominence** in Home Entertainment Industry



Cinemark XD

1. Content Flexibility (Specific remastering: N/A)
2. Strong **Presence** in Smaller Markets (Rural)
3. **Proprietary Ownership**
(Complete Control over Screenings)



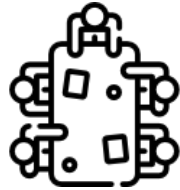
Various competitors of IMAX are aggressively innovating ►

What can IMAX do in this situation?



SWOT Analysis

STRENGTHS

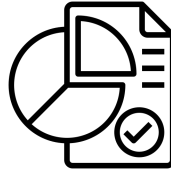


Revenue Diversification

System sales, media production, and partnerships

Brand Recognition

WEAKNESSES



Fixed Installations

Limited Global Presence

IMAX is concentrated in North America

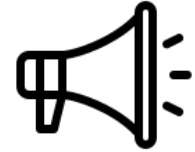
OPPORTUNITIES



Expansion of B2B Partnerships

Increased International Demand

THREATS



Technological Evolution

Increased use of streaming services & piracy

Significant conversion costs



Current Weaknesses & Opportunities

IMAX faces operational challenges

Weaknesses

1

IMAX relies on large, fixed installations.

2

IMAX offers a lack of opportunities for underserved markets

3

Key demographics, such as parents, no longer see the value of IMAX films

IMAX Opportunities For Growth



**Interchangeable
Components**

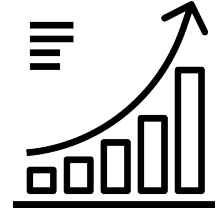
20%

YoY growth in cinema technology revenue.



**Further Education
Services**

**Valuable
Educational
Experiences**



**B2B Dining
Partnerships**

6%

predicted Compound Annual Growth Rate in the food-and- entertainment industry.



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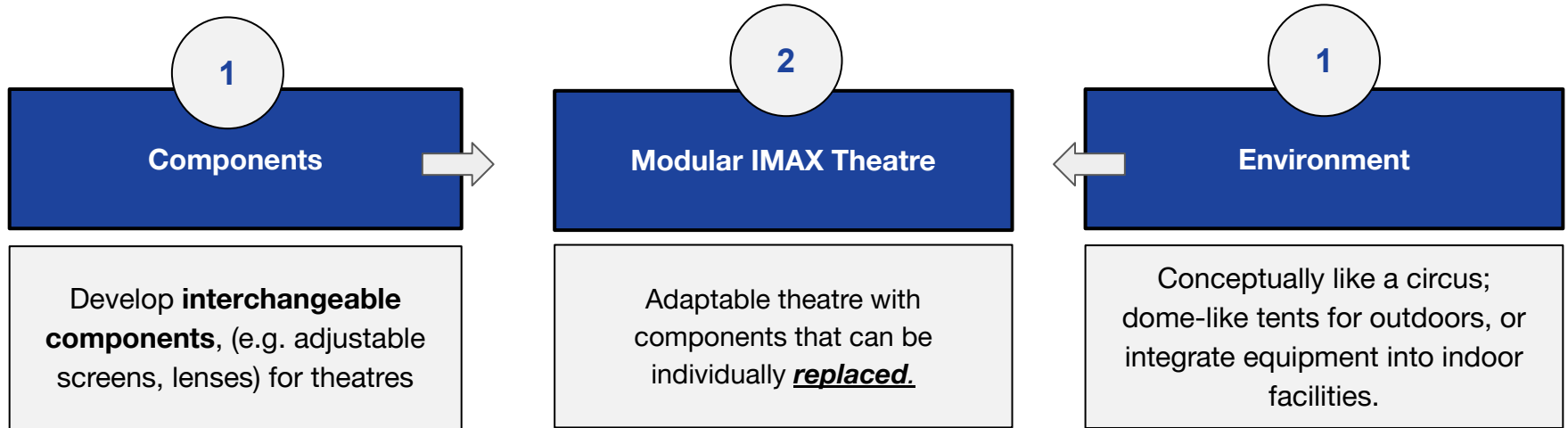
Result

IMAX becomes a leader in a *rapidly changing entertainment* landscape, increasing the accessibility and appeal of unique IMAX films.



Modular IMAX Theatre Designs

Projector systems with interchangeable components that can be scaled up or down to increase IMAX's accessibility.



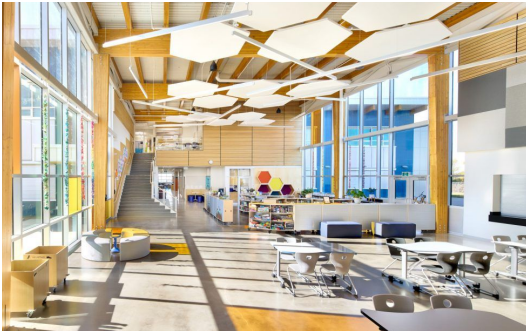
Recommendation 1

Modular IMAX Theatre Designs

1: Education Settings

Easily portable IMAX theatres in schools and local museums

Immersive education experience



2: Film Festivals

Bringing the IMAX experience into film festivals

Engaging audiences in a more **comprehensive** experience that better convey the filmmaker's vision (e.g. domes).



3. Global South

Expanding the idea of IMAX into a diverse set of countries

Tapping into third world markets that aren't as reliant on streaming services



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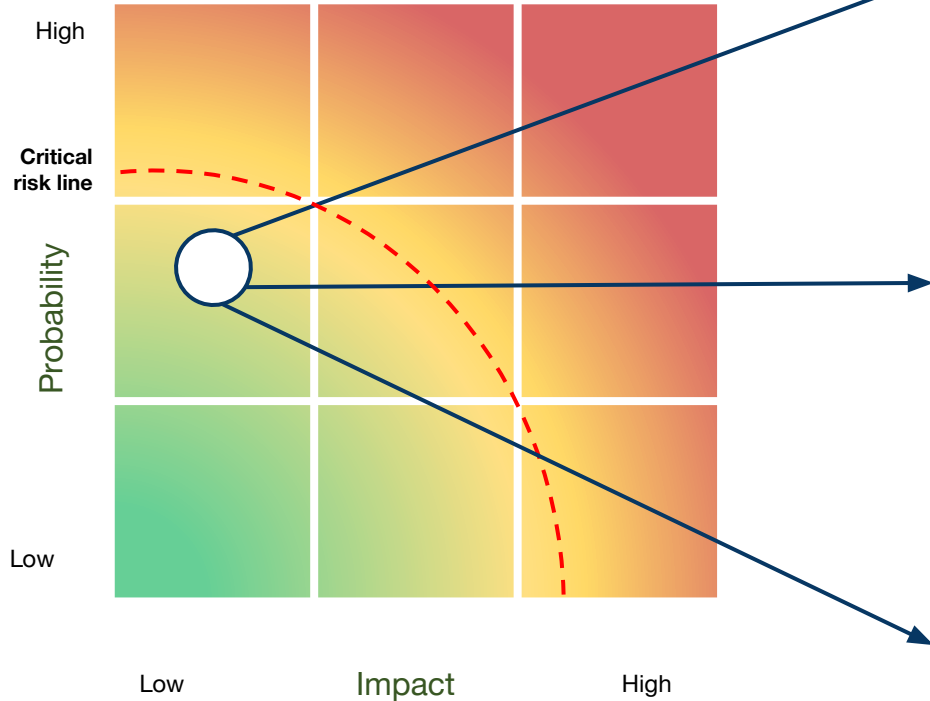
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Risks and Mitigations

Recommendation 1



Transportation and Set-Up

Mitigation:

- 1
 - Develop more modular designs using existing equipment
 - Use permanent IMAX theatres as storage and transportation hubs

R&D Sunk Costs

Mitigation:

- 2
 - Pilot test design equipment first (in areas with lots of IMAX systems already in place)
 - Expand into other countries later on

High-Quality IMAX Brand

Mitigation:

- 3
 - Tradeoff with some quality, but appeal to more customers



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IMAX Director's Table

Cinema meets cuisine in IMAX scale



IMAX's large-format screens with spatial audio systems



Gourmet tasting menus from local restaurants where the food is served in theatres



A fully-immersive experience where the audience can taste the food they see on screen, adhering to IMAX's mission of larger-than-life content.



Recommendation 2

IMAX Director's Table

Why?

Market Share Challenge:

- 50% of theaters still confined to traditional institutional settings (museums, aquariums)
- IMAX needs to expand to different mediums

Premium Experience Opportunity:

- Current model focuses solely on visual/audio experience
- Now we are adding the sense of taste

Demographic Reality:

- 12-39 year olds represent 67% of tickets
- Need to attract these key demographics who seek unique social experiences

Results

Unique differentiation from standard theatres

Creates stronger emotional connection with IMAX brand

Attracts target demographics who seek premium experiences

B2B: revenue sharing with high-end local restaurants



IMAX Director's Table

Where cinematic excellence meets culinary artistry

Premium Experience

Luxury seating with personal dining tables and ambient lighting

Curated Menus

Specially crafted dishes that complement your chosen film

Welcome Back

Sign in to access your Director's Table

Email Address

✉ your@email.com

Password

🔒

[Forgot password?](#)

Sign In >

[Need an account? Sign up](#)

Experience preview

▶ [Watch Demo](#)





IMAX Director's Table

Select your culinary cinema experience

Ratatouille: Director's Table Edition

Experience the culinary magic of Paris with our special French-inspired menu. Join Remy for an unforgettable evening of food and animation.

 January 11, 2025

 7:30 PM

 12 Director's Table seats available

French Gastronomy Menu

Remy's Signature Ratatouille

Cream of Mushroom Soup

Cheese Course

Classic Crème Brûlée


\$95 per person


Select Experience >



Cook Up A Storm: Director's Table Edition

Immerse yourself in a culinary battle with our specially curated Asian fusion menu. A feast for both eyes and palate.

 January 11, 2025

 8:00 PM

 8 Director's Table seats available

Asian Fusion Menu

Five-Spice Duck Breast

Seafood Hot & Sour Soup

Dim Sum Selection

Mango Pudding

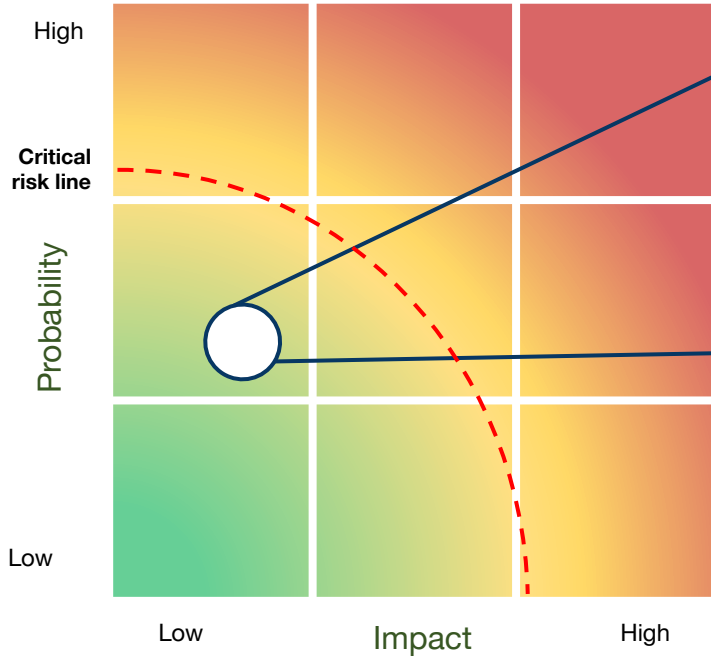
\$85 per person

Select Experience >



Risks and Mitigations

IMAX Director's Table



Chaotic Environments

1 Mitigation:

- Personal lamp on tray
- Servers hand out meals during natural scene transitions in movie
 - Dark clothing mandate
- Button to call servers for any needs

2 Food Quality Control

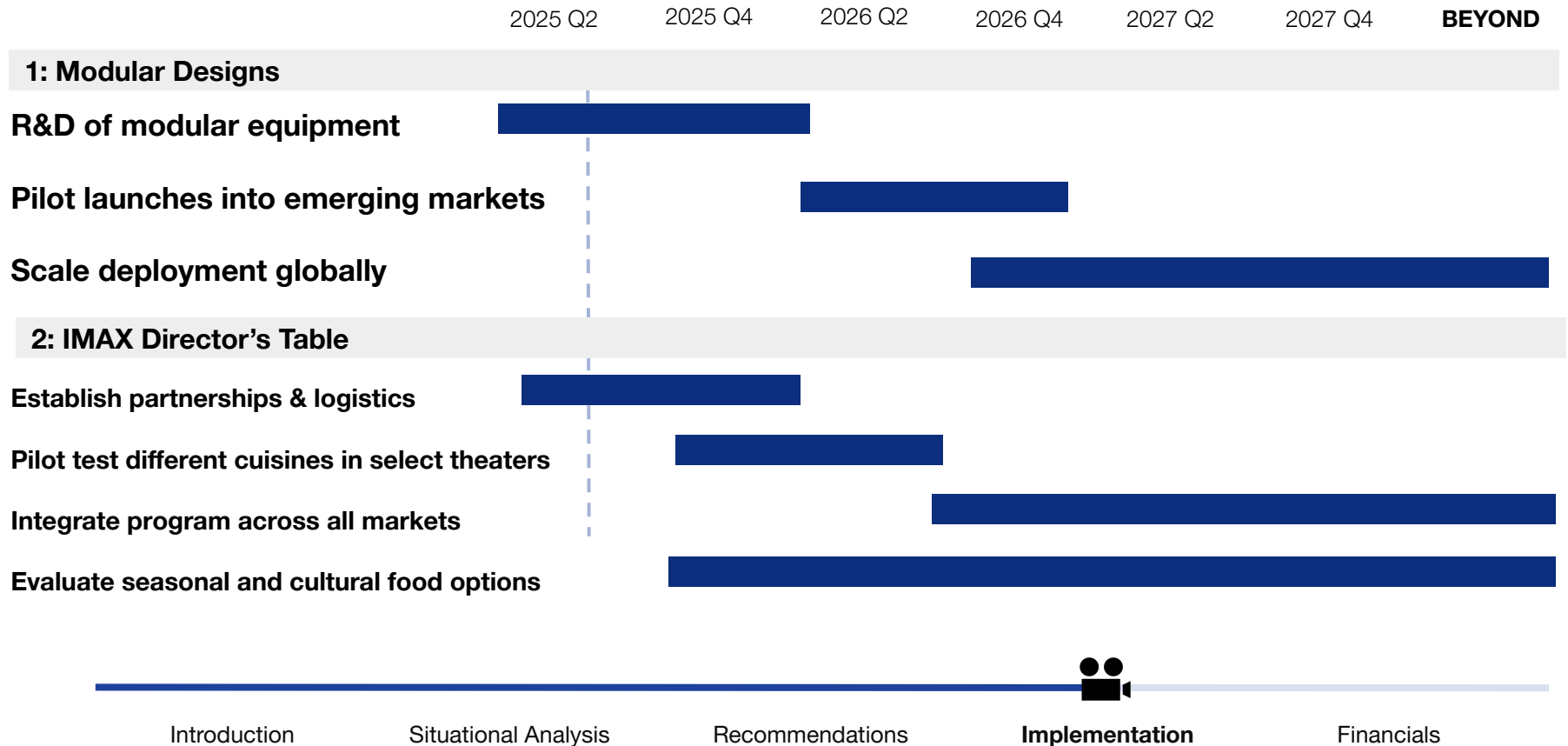
Mitigation:

- Extensive *vetting process* with restaurants
- Offer *gluten-free, vegan* options
- *Beta testing* with customer feedback



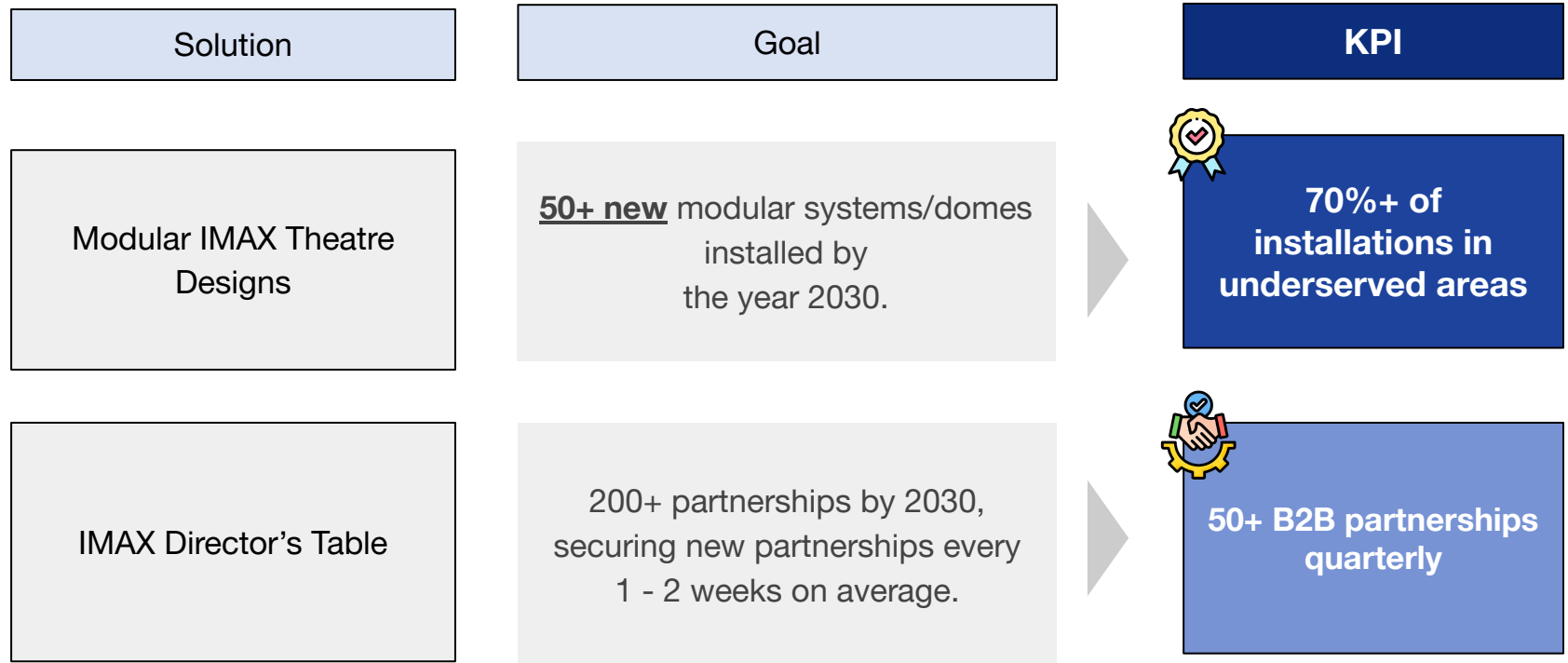
Combined Timeline

3 year implementation plan



Key Performance Indicators

Indicators of performance success



Financial Breakdown

Fixed Costs (2 years)

Expense	Cost (millions)
R&D (modular theatres)	\$15
Building Modular Theatres	\$45
General Equipment	\$25
Restaurant Set-Up	\$10
Total Cost	\$95

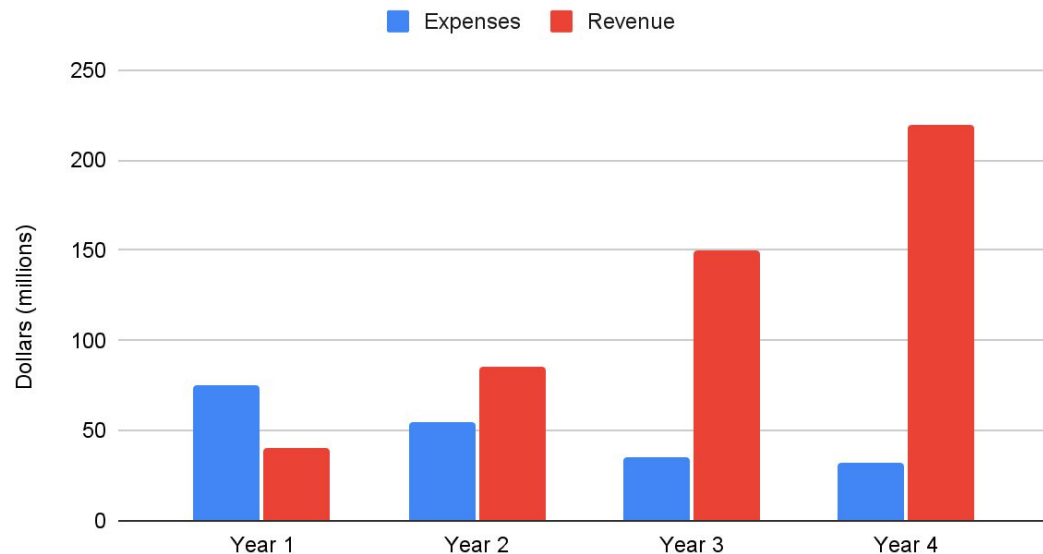
Yearly Recurring Costs

Expense	Cost (millions)
System Maintenance	\$20
Restaurant Partnerships	\$5
Staff Operations	\$7
Total Cost	\$32



Financial Breakdown

Recommendations Graph



Payback Period: 2.5 years

ROI: 35% in 4 years

Additional Benefits:

1. Increased per-customer revenue (\$70 vs current \$20)
2. New revenue streams from B2B partnerships (5% commission)
3. Lower overhead through portable design (25% cost reduction)
4. Higher theater utilization during non-peak hours



Financial Breakdown

Recommendations

**Modular
Theatres**

**Director's
Table**

worst

-15%

Conversion

expected

35%

Conversion

best

75%

Conversion

Net Profit

worst

-\$28,500,000

expected

\$115,000,000

best

\$245,000,000



Appendix

Appendix (1/2)

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Appendix (2/2)

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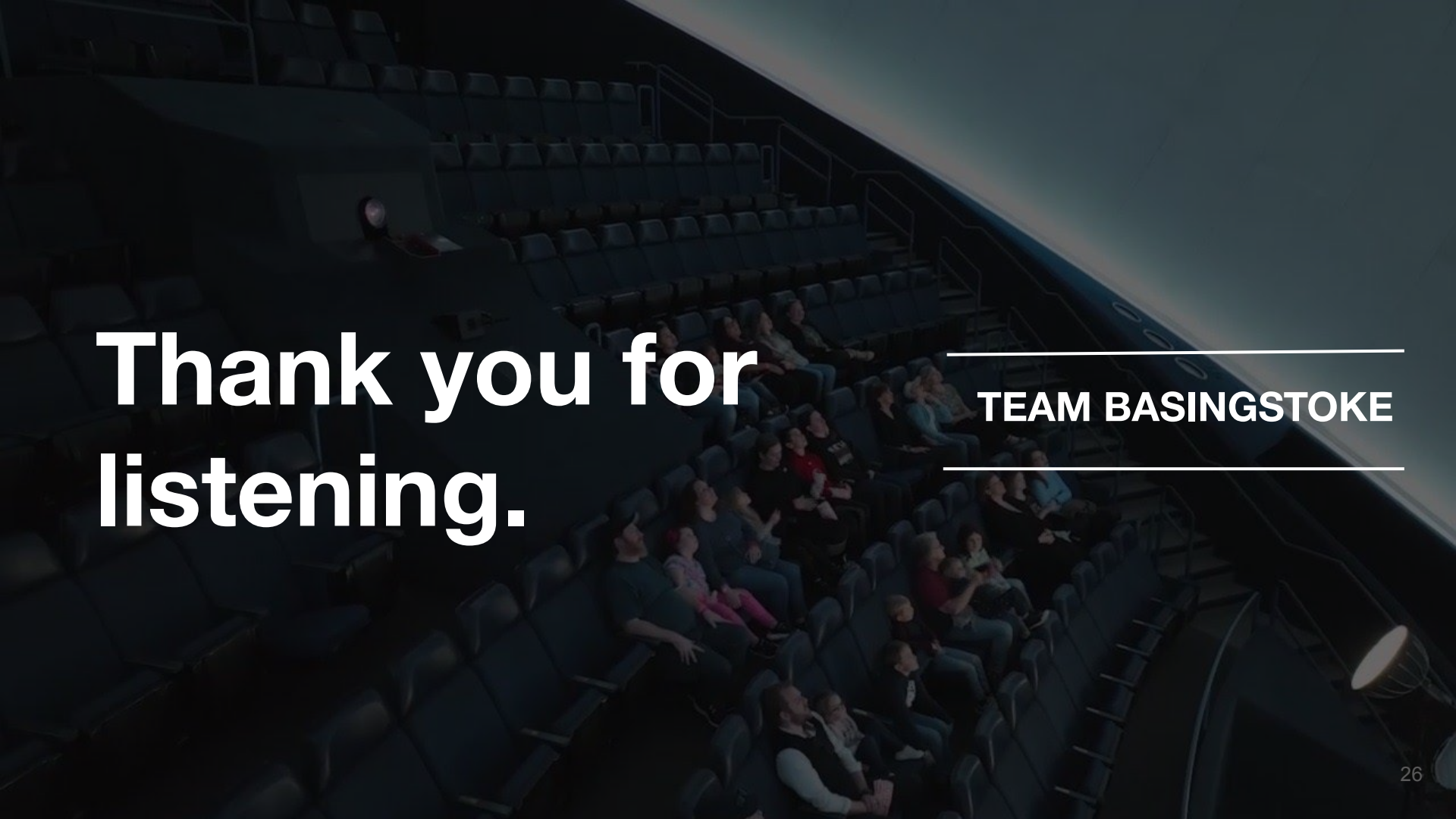
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Thank you for listening.

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