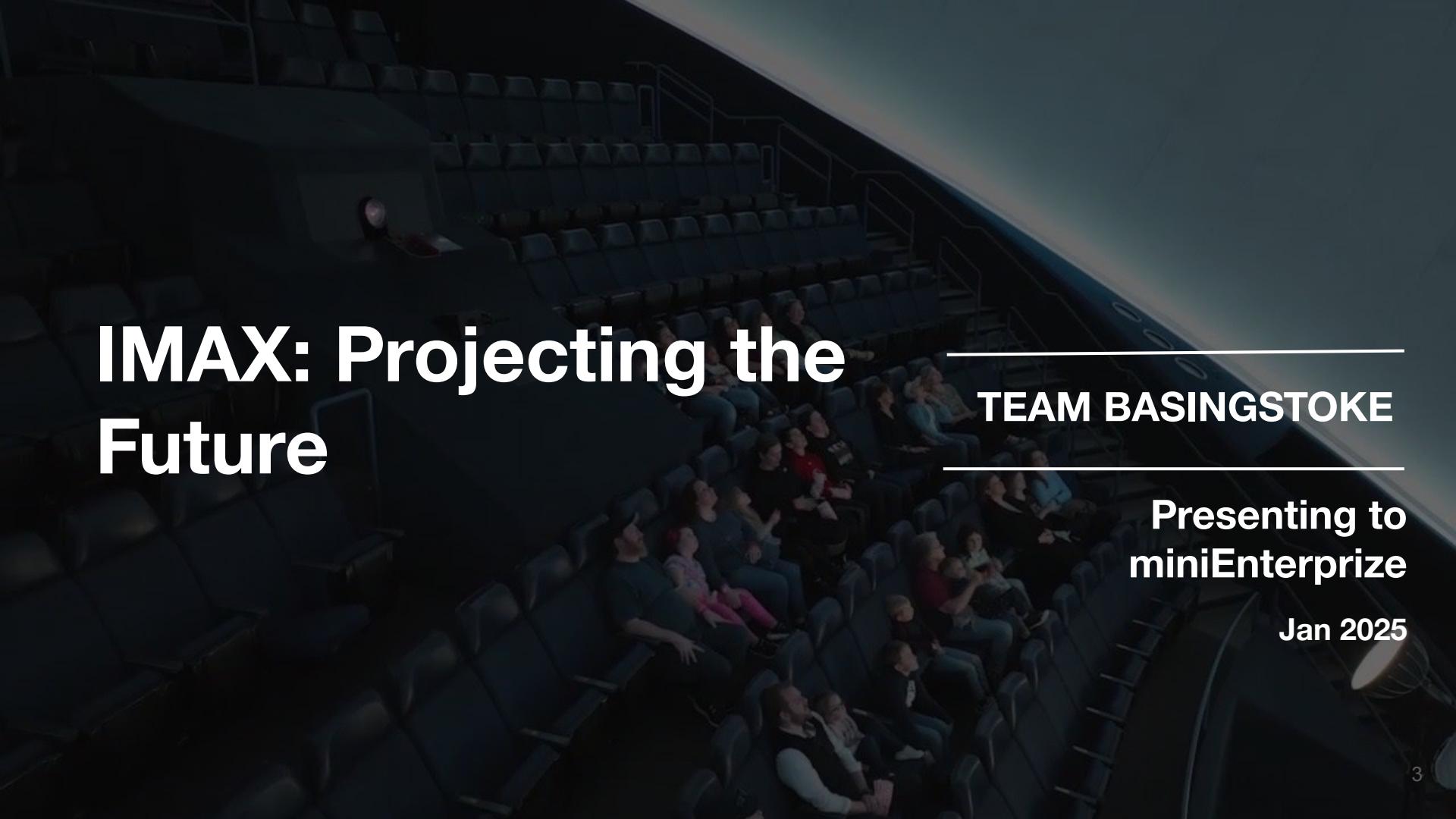


We provide the *projection* to make your  
stories *perfection*.



# IMAX: Projecting the Future

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**TEAM BASINGSTOKE**

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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)*



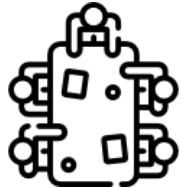
Various competitors of IMAX are aggressively innovating ➤



What can IMAX do in this situation?

# SWOT Analysis

## STRENGTHS

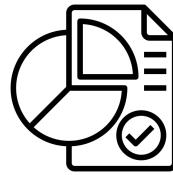


### Revenue Diversification

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

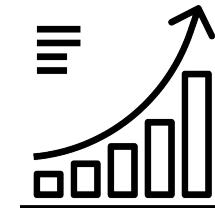
## IMAX Opportunities For Growth



Interchangeable Components



Further Education Services



B2B Dining Partnerships

20%

YoY growth in cinema technology revenue.

Valuable Educational Experiences

6%

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

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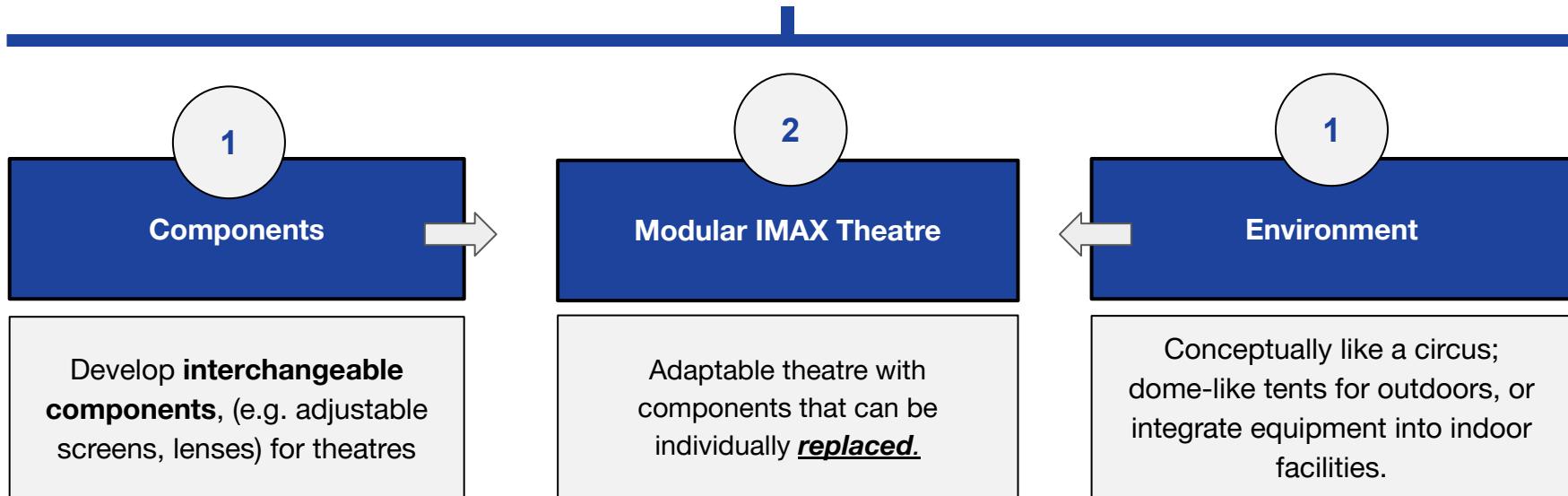
## Result

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

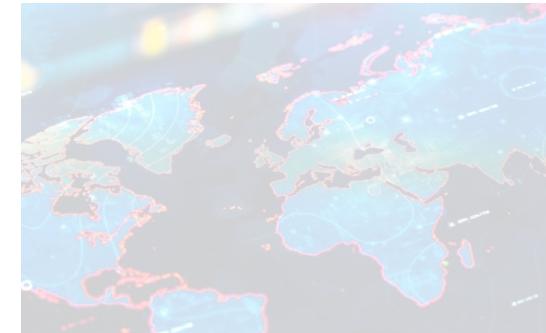
Engaging audiences in a more **comprehensive** experience that better convey the filmmaker's vision (e.g. domes).



### 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



# Recommendation 1

## Modular IMAX Theatre Designs

### 1: Education Settings

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Immersive education experience



### 2: Film Festivals

**Bringing the IMAX experience into film festivals**

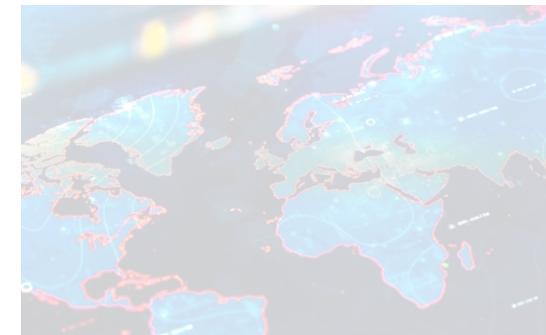
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### 3. Global South

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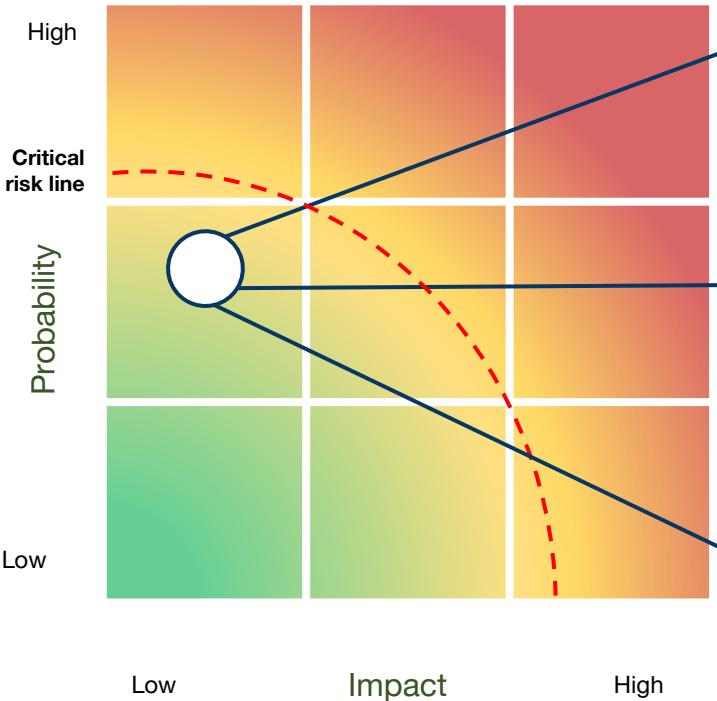
**Expanding the idea of IMAX into a diverse set of countries**

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



# Risks and Mitigations

Recommendation 1



## Transportation and Set-Up

### Mitigation:

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

## R&D Sunk Costs

### Mitigation:

- 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:

- Tradeoff with some quality, but appeal to more customers



# Executive Summary



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## Recommendations

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

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### 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 unique IMAX films.



# 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

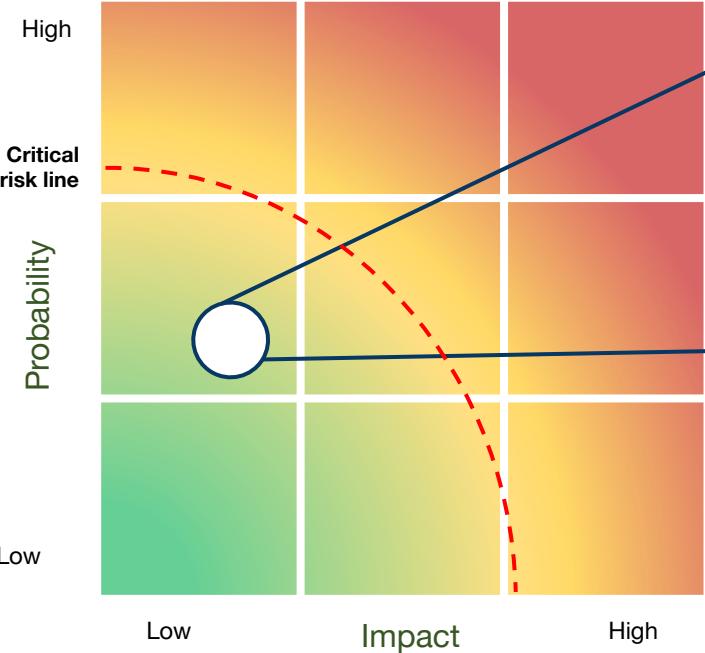
**\$85** per person

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

### Food Quality Control

#### 2 Mitigation:

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



## Recommendations

Introduction

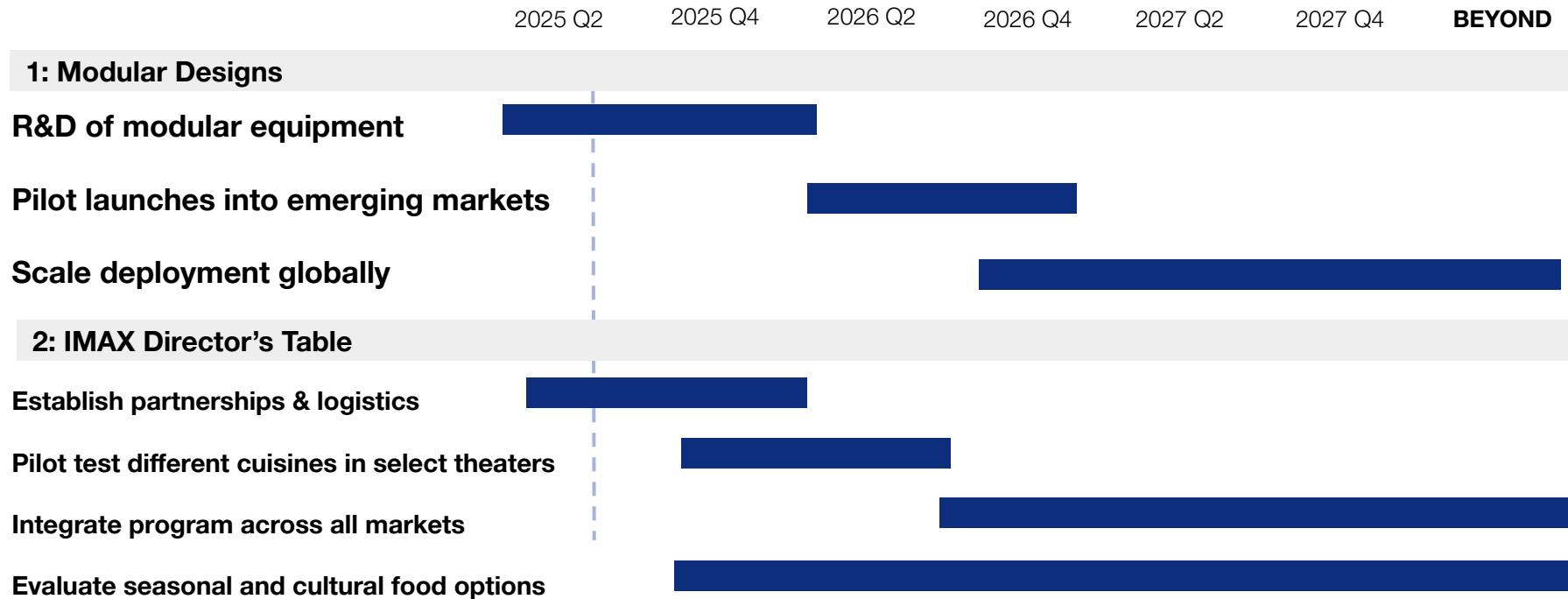
Situational Analysis

Implementation

Financials

# Combined Timeline

3 year implementation plan



# Key Performance Indicators

Indicators of performance success

Solution

Modular IMAX Theatre  
Designs

IMAX Director's Table

Goal

**50+ new** modular systems/domes  
installed by  
the year 2030.

200+ partnerships by 2030,  
securing new partnerships every  
1 - 2 weeks on average.

KPI

 **70%+ of  
installations in  
underserved areas**



**50+ B2B partnerships  
quarterly**



# 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
<b>Total Cost</b>	<b>\$95</b>

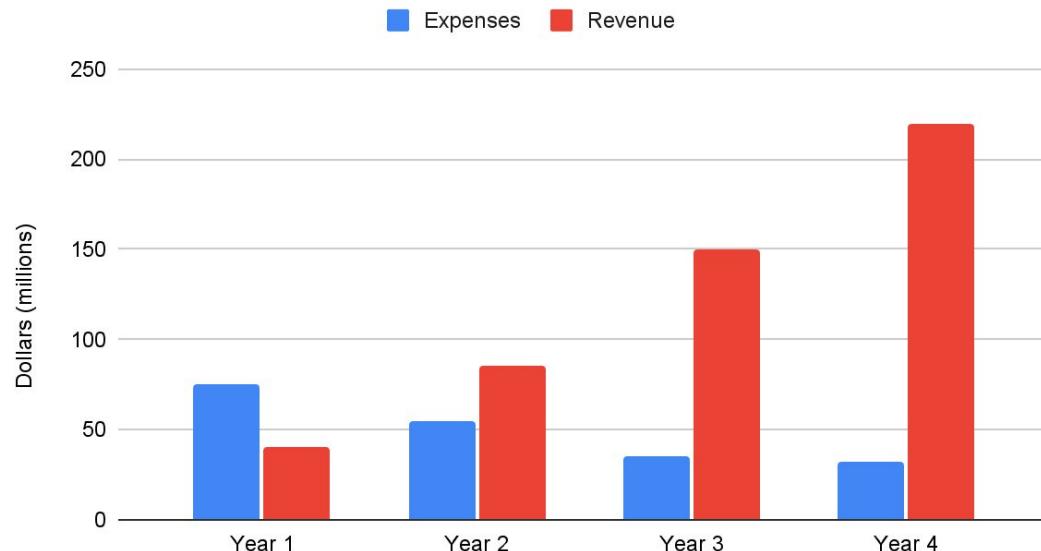
## Yearly Recurring Costs

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



# 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

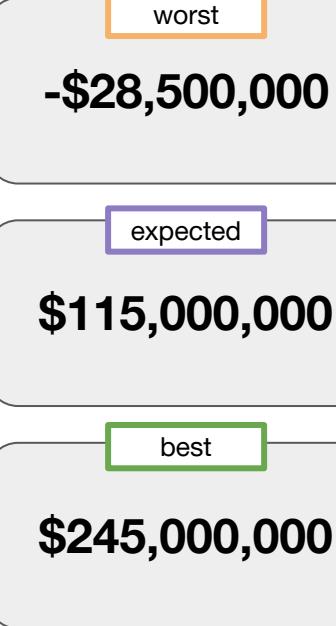
## Recommendations

Modular  
Theatres

Director's  
Table



## Net Profit



# Appendix

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## Appendix (1/2)

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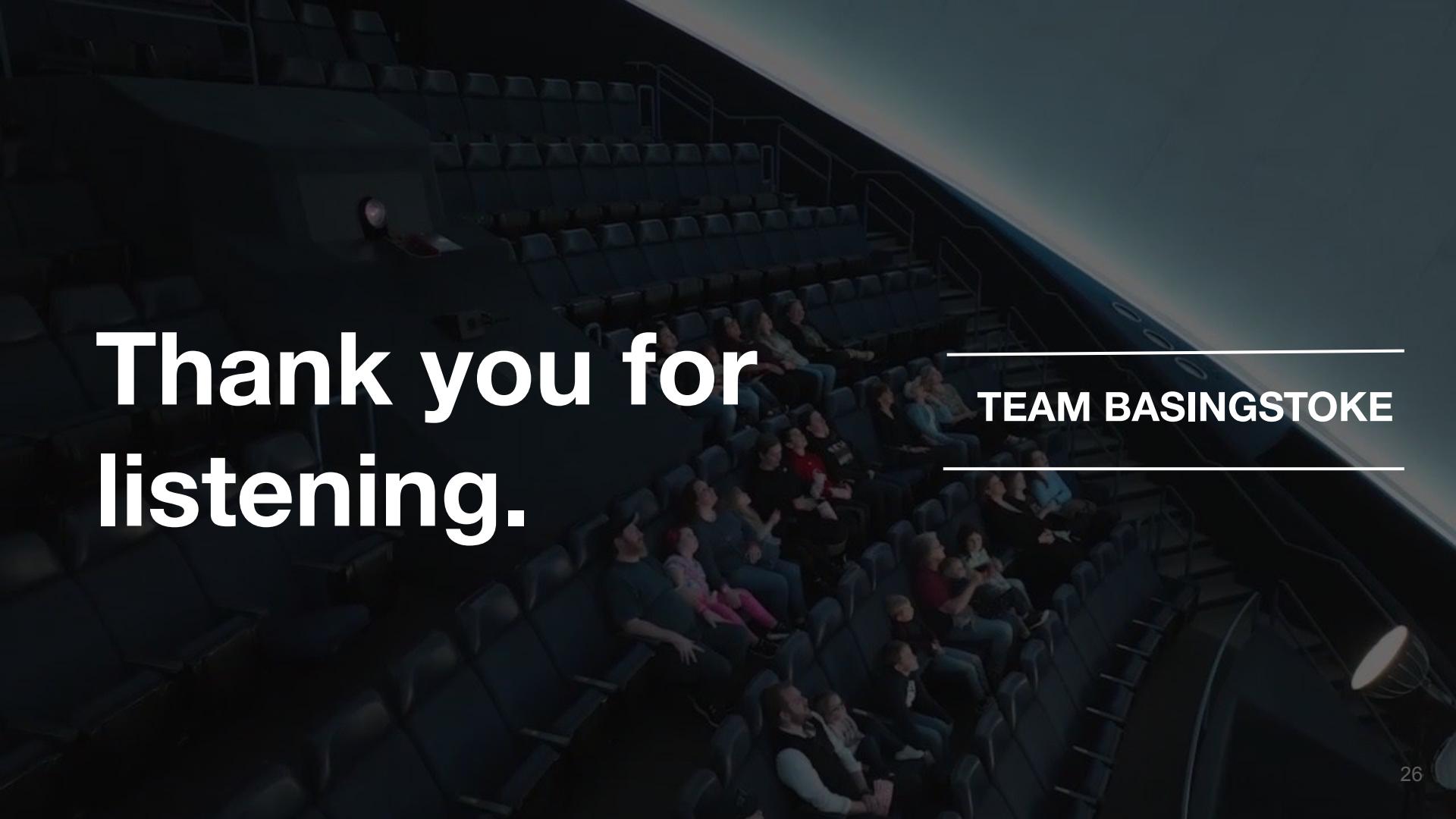
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We provide the *projection* to make your  
stories *perfection*.

A dark auditorium with rows of blue seats. In the foreground, several people are seated, looking towards the left side of the frame. The background shows more rows of empty seats and a staircase on the right.

Thank you for  
listening.

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**TEAM BASINGSTOKE**

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