



Press Release
For Immediate Release
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THE POLAR EXPRESS: AN IMAX 3D EXPERIENCE
Returns to AutoNation® IMAX 3D Theater December 1-14, 2017
in IMAX with 4K Laser 3D.

*- Audiences will find themselves grasping at falling snowflakes,
ducking as the train screeches into their lap and feeling the howl of the steam whistle -*

November 15, 2017, Fort Lauderdale, FL – *The Polar Express: An IMAX 3D Experience* will return this holiday season to the AutoNation® IMAX 3D Theater December 1-14, 2017 in IMAX with Laser.

The AutoNation® IMAX 3D Theater is the only place in Florida where patrons can view *The Polar Express: An IMAX 3D* in IMAX with Laser featuring dual 4K laser projectors providing brighter images, intense colors, and incredible detail that will leave you in awe. IMAX with Laser includes a next-generation immersive sound system. Whether it's hearing the chorus of carolers or howl of the Polar Express steam whistle audiences will experience a new kind of visceral sound experience. IMAX with Laser is a blend of science and art delivering a cinema experience that suspends disbelief and transports audiences to new worlds. It's the difference between watching a movie and being on *The Polar Express*.

The Academy Award®-winning team of Tom Hanks and director Robert Zemeckis (*Forrest Gump*, *Cast Away*) reunited for this inspiring holiday adventure based on the classic Caldecott Medal-winning children's book by Chris Van Allsburg. When a doubting young boy takes an extraordinary train ride to the North Pole, he embarks on a journey of self-discovery that shows him that the wonder of life never fades for those who believe.

As the first full-length feature ever converted into IMAX® 3D, the film opened in 2004 to great critical acclaim. In recognition of its enduring popularity, AutoNation® IMAX® Theater welcomes *The Polar Express* for an exclusive IMAX-only encore engagement.

Audiences will become totally immersed in the IMAX with Laser 3D presentation, digitally remastered using proprietary IMAX 3D DMR™ technology ... grasping at falling snowflakes, ducking as the train screeches into their lap and feeling the howl of the steam whistle via IMAX's next generation digital surround sound.

“When I saw the tests for *The Polar Express* in IMAX 3D, I was excited that audiences would be able to experience the movie this way,” said director Robert Zemeckis. “The 3D adds incredible depth and allows the viewers to experience the visual splendor and amazing adventure of this classic story in a way which should create a really memorable experience, not only this holiday season but for years to come.”

- more -

Polar Express: An IMAX® 3D Experience

Show times:

Friday, December 1 & 8, 2017 1:50 p.m. & 3:45 p.m.
Saturday, December 2 & 9, 2017 1:45 p.m. & 3:50 p.m.
Sunday, December 3 & 10, 2017 1:05 p.m. & 3:00 p.m.
Monday, December 4 – Thursday, December 7, 2017 1:50 p.m. & 3:45 p.m.
Monday, December 11- Wednesday, December 13, 2017 1:50 p.m.& 3:45 p.m.
Thursday, December 14, 2017 1:50 p.m.

IMAX only: \$15 Adults; \$12 Children 2-12; \$12 Military

IMAX and Exhibits: \$23 Adults; \$18 Children 2-12; \$18 military

Call 954.713.0930 for Advance Tickets

Purchase tickets at <http://www.mods.org/IMAX/films/Polar%20Express/index.html>

The Polar Express Family Overnight

Starts at 6:30 p.m. on Saturday, December 2 and ends Sunday, December 3, 2017 at 8:00 a.m. Families can experience the magic of The Polar Express 3D on the BIGGEST screen in South Florida, enjoy pizza dinner, participate in holiday activities and spend the night at the Museum. Call 954.713.0930 to purchase your golden ticket, \$48 per person.

Polar Express Weekends December 2 & 3 and 9 & 10, 2017

- Take your photo with Elves as they tinker around the Museum
- Make edible marshmallow snowmen
- Enjoy the Nitro Show exploring the colder side of science and Kaboom Show on plasma and colored gases in an explosive demonstration.

ABOUT THE AUTONATION® IMAX 3D THEATER

The 300-seat theater AutoNation® IMAX 3D Theater, owned and operated by the Museum of Discovery and Science, opened in 1992. The science of cinema has been raised to the level of Magic at the AutoNation IMAX 3D Theatre now that IMAX with Laser is illuminating the six story screen by lasers. This new technology with dual 4K laser projectors has revolutionized the way we experience 3D films on the big screen. The new laser projector technology offers brighter images, intense colors, and incredible detail that will leave you in awe.

There's also a next-generation immersive 12-channel sound system featuring 114 speakers capable of 52,000 watts of digital sound. Whether it's a pin drop or feeling the heart-palpitating force of a volcano, audiences will experience a new kind of visceral sound experience.

IMAX with Laser is a blend of science and art to deliver a cinema experience that suspends disbelief and transports audiences to new worlds. It's the difference between watching a movie and being a part of one. The AutoNation IMAX 3D Theater is the only place in Florida where you can experience the power of IMAX with Laser and is one of only three Certified Giant Screen® theaters in Florida as certified by the [Giant Screen Cinema Association](#). For show times call 954.463.IMAX (4629) or visit www.mods.org.

More information here: http://www.mods.org/IMAX/Laser/4K%20Laser/4K_Laser.html

ABOUT THE MUSEUM OF DISCOVERY AND SCIENCE

The mission of the Museum of Discovery and Science is to provide experiential pathways to lifelong learning in science for children and adults through exhibits, programs and films. Founded in 1976 as The Discovery Center, the nonprofit facility serves approximately 400,000 visitors annually. Major operational support for the Museum is provided through generous

support by Leadership Guild members including: JM Family Enterprises, Inc., Jet Blue and Wells Fargo.

The Museum is open seven days a week, 365 days a year; Monday through Saturday from 10 a.m. to 5 p.m., and Sunday from noon to 6 p.m. The Museum of Discovery and Science is located downtown at 401 SW Second Street, Fort Lauderdale, Florida 33312. For more information about the Museum, visitors should call 954.467.MODS (6637) or visit our web site at www.mods.org

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