

THE SCIENCE OF CINEMA RAISED TO THE LEVEL OF MAGIC

IMAX[®]
WITH LASER

ENDLESS COLORS

BOTTOMLESS BLACKS

SOLAR BRIGHTNESS

SOUL-STIRRING SOUND

Coming to the AutoNation[®] IMAX[®]3D Theater
September 30, 2016.

Groundbreaking movie projection technology will transform the AutoNation IMAX 3D Theater experience into one of the most extraordinary theater experiences in the world. The AutoNation IMAX 3D Theater will be the only place in Florida, and one of only a few in the world, to offer 2D and 3D movies using the new IMAX WITH LASER system.

Designed from the ground up for IMAX's largest screens, the dual 4K laser projection system is equipped with a new optical engine and a suite of proprietary IMAX technologies capable of projecting an image with up to a 1.43:1 aspect ratio with maximum resolution and sharpness, unparalleled 2D and 3D brightness, industry-leading contrast and an expanded color gamut that will allow filmmakers to present more vivid and exotic colors than ever before.

Why is IMAX[®] WITH LASER Better?

IMAX WITH LASER represents a quantum leap in cinema technology delivering unparalleled levels of brightness, contrast, color and sound. It is a re-imagination of the movie theater experience that will draw you into the action like never before.

The new dual 4K laser projection system designed for both 2D and 3D formats is more than 50% brighter in output than existing systems. It features a significantly larger color range, as well as a projection range that fills the giant IMAX screen and the audience's field of vision. The sharpest, brightest, clearest and most vivid images ever created on screen, combined with a new level of immersive audio, enhance the intensity of The IMAX Experience[®].

IMAX WITH LASER is a blend of science and art that delivers 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.

SWIM IN ENDLESS COLORS

IMAX[®] IS A REGISTERED TRADEMARK OF IMAX CORPORATION

Next-Generation Dual Laser Projectors



Lifelike Images

The new 4K IMAX WITH LASER projection system features a laser light source that offers significantly more brightness than a xenon bulb, and will fill our 6-story-high screen with even sharper and more realistic images. IMAX WITH LASER reaches a higher-than-ever contrast level – the difference between the whitest white and the blackest black – allowing viewers to see colors they've never seen on screen before. More contrast and a wider gamut of colors means more detail in the image resulting in more intense, lifelike images and a heightened level of realism that make audiences feel like they're not just watching a movie, they're part of one.



Soul-Stirring Sound

IMAX's next-generation sound system delivers even greater power and precision, doubling the sound through an enhanced 12-channel system with boosted sub-bass featuring 114 speakers capable of 52,000 watts of digital sound. Whether you're hearing a pin drop or feeling the heart-pounding force of a volcano or a rock concert or a thunderstorm – you're going to have a new kind of visceral sound experience.

114 speakers • 12 channels
52,000 watts of digital sound



NEW 3D GLASSES

and a completely unique
3D technology utilize new 6P
color filtering, creating the brightest
and clearest 3D experience available.

PLUNGE INTO BOTTOMLESS BLACKS

IMAX[®] IS A REGISTERED TRADEMARK OF IMAX CORPORATION



BASK IN SOLAR BRIGHTNESS

