

Harry Potter and the Order of the Phoenix in Imax 3D

Film Crosses 35 Million Now Highest Grossing Live-Action Hollywood Imax Release

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IMAX Corporation and Warner Bros. Pictures announced that Harry Potter and the Order of the Phoenix, which has grossed more than \$906 million worldwide to date, continues to break IMAX box office records through its 7th week. The IMAX® 3D release, which has shattered multiple IMAX box office records, has now earned more than \$24 million on 91 IMAX screens domestically and more than \$11 million on 52 IMAX screens internationally. The worldwide IMAX total is now more than \$35 million with an impressive per screen average of \$243,000 making it the highest grossing live-action Hollywood IMAX release.

"This film has become a huge summer hit for the IMAX® theatre network and Harry Potter fans have demonstrated that they love to experience their favorite wizard in IMAX 3D," said Greg Foster, Chairman and President of IMAX Filmed Entertainment. "Many of our locations throughout the worldwide IMAX network have reported box office records, thanks to a terrific film from talented filmmakers, exceptional marketing from Warner Bros. Pictures and the strong appeal of Hollywood movies presented in a truly unique and powerful way."

IMAX Corporation used its proprietary 2D to 3D conversion technology to transform the film's finale into An IMAX 3D Experience®, the most immersive cinematic 3D in the world. The film has also been digitally re-mastered into unparalleled image and sound quality of The IMAX Experience® with IMAX DMR®(Digital Re-mastering) technology.

More information at <http://www.imax.com>