



## **FULL RIVER RED TO BE RELEASED IN IMAX® THEATERS ACROSS CHINA FOR CHINESE NEW YEAR**

**Shanghai-January 6, 2023-** IMAX China Holding, Inc. (HKSE:1970) today announced that director Zhang Yimou's new film *Full River Red*, will be digitally remastered into The IMAX Experience® for release in IMAX® theaters across the Chinese mainland on January 22<sup>nd</sup>, for the upcoming Chinese New Year. An IMAX exclusive poster was also released as part of today's announcement.

*Full River Red* tells the story of the soldier Zhang Da, who attempts to foil the plot of a traitorous minister, Qin Hui, when he leads an army to the border for talks with a Jurchen mission. The film from renowned director Zhang Yimou brings together a highly anticipated cast, with Shen Teng and Jackson Yi as the double male lead, joined by Zhang Yi, Lei Jiayin, Yue Yunpeng, Wang Jiayi and Wei Xiang. Together, they tell an intricate and fast-paced story of betrayal and suspense, in a quest for the truth epically unveiled in IMAX.

As a major production coming to theatres during the IMAX Chinese New Year window, *Full River Red* has already sparked excitement among moviegoers. Director Zhang Yimou, one of China's most influential and creative directors, has offered a glimpse of the film's powerful audiovisual aesthetic in the recently released trailer for the film. *Full River Red* is based on the well-known story of Yue Fei, retelling this ancient legend against a historical background, adding a unique and never before seen perspective rich in suspense and unexpected surprises. The star-studded cast has also been widely acclaimed by critics and fans alike, bringing another layer of viewing enjoyment to IMAX audiences.

The IMAX release of *Full River Red* will be digitally re-mastered into the image and sound quality of The IMAX Experience® with proprietary IMAX DMR® (Digital Re-mastering) technology. The crystal-clear images, coupled with IMAX's customized theatre geometry and powerful digital audio, will create a unique environment that will immerse audiences in a cinematic world unlike any other.

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### **About IMAX China**

IMAX China is a subsidiary of IMAX Corporation and was incorporated as a limited liability company under the laws of Cayman Islands. IMAX China was established by IMAX Corporation specifically to oversee the expansion of IMAX's business throughout Greater China. Shares of IMAX China trade on the Hong Kong Stock Exchange under the stock code "1970".

### **About IMAX Corporation**

IMAX, an innovator in entertainment technology, combines proprietary software, architecture, and equipment to create experiences that take you beyond the edge of your seat to a world you've never

imagined. Top filmmakers and studios are utilizing IMAX theaters to connect with audiences in extraordinary ways, and, as such, IMAX's network is among the most important and successful theatrical distribution platforms for major event films around the globe. Streaming technology company SSIMWAVE, an IMAX subsidiary, is a leader in AI-driven video quality solutions for media and entertainment companies.

IMAX is headquartered in New York, Toronto, and Los Angeles, with additional offices in London, Dublin, Tokyo, and Shanghai. As of September 30, 2022, there were 1,703 IMAX theater systems (1,622 commercial multiplexes, 12 commercial destinations, 69 institutional) operating in 87 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970."

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