



## **DEEP SEA TO BE RELEASED IN IMAX® THEATERS ACROSS CHINA FOR CHINESE NEW YEAR**

**Shanghai, January 9, 2023** – IMAX China Holding, Inc. (HKSE:1970) today announced that director Tian Xiaopeng’s new animation film *Deep Sea* will be digitally remastered into The IMAX 3D 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.

Following the phenomenal Chinese animation film *Monkey King: Hero Is Back*, *Deep Sea* marks the return of the renowned animation director Tian Xiaopeng. The film takes viewers to a mysterious underwater world to follow the life journey of a young girl exploring the unknown realms beneath the waves. With the unmatched audio and visual experience of IMAX, audiences will be able to enjoy a truly stunning and immersive viewing experience for this unique undersea adventure.

In 2015, Tian Xiaopeng’s *Monkey King: Hero Is Back* won critical acclaim and took box offices by storm, becoming one of the leading examples of the new generation of Chinese animation films. As Tian’s painstaking work over the course of seven years, *Deep Sea* developed a particle ink animation technique combining traditional Chinese ink painting and 3D technology. With its elaborate artistic style and spellbinding story, IMAX 3D version of *Deep Sea* is set to offer audiences a feast for the senses that nevertheless imparts a deep and meaningful message.

The IMAX 3D release of *Deep Sea* 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.

###

### **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."

IMAX, IMAX Dome, IMAX 3D, IMAX 3D Dome, Experience It In IMAX, The IMAX Experience, An IMAX Experience, An IMAX 3D Experience, IMAX DMR, DMR, Filmed For IMAX, IMAX LIVE, IMAX Enhanced, IMAX nXos, SSIMWAVE and Films to the Fullest, are trademarks and trade names of the Company or its subsidiaries that are registered or otherwise protected under laws of various jurisdictions. For more information, visit [www.imax.com](http://www.imax.com). You may also connect with IMAX on Instagram ([www.instagram.com/imax](http://www.instagram.com/imax)), Facebook ([www.facebook.com/imax](http://www.facebook.com/imax)), Twitter ([www.twitter.com/imax](http://www.twitter.com/imax)), YouTube ([www.youtube.com/imaxmovies](http://www.youtube.com/imaxmovies)).

For more information, please contact:

<b><i>Investors:</i></b> IMAX China, Hong Kong Karen Chan kchan@imax.com	<b><i>Media:</i></b> IMAX China, Beijing Frances Fu ffu@imax.com
---	---