

## An IMAX of One's Own

Written by Marco Attard  
04. 06. 2013

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Customers demanding the biggest and most spectacular of living room entertainment setups? Maybe a floor-to-ceiling, wall-to-screen home theatre from no other than IMAX will spark their interest!



That's right, the gigantic cinema screen and overpriced ticket peddler is now part of the private home theatre game, perhaps due to fears of waning box office returns...

The IMAX private theatre uses the same technology from commercial multiplexes-- curved floor-to-ceiling, wall-to-wall screen, 4K dual-projection system for 2D and 3D video, 7.1 channel audio with laser-aligned loudspeakers and microphones for daily audio calibration duties.

The dimensions of the space housing such a theatre are, surprisingly, not fixed, but the bigger the better. After all, it must have enough space to fit a pair of projectors measuring 120 x 75 x 150cm in an area separate from the screening room.

The pricetag for such a beast? A tasty \$2 million. Then again, it's not as if IMAX aims it at regular Joes! As IMAX CE Rich Gelfond tells the Wall Street Journal, "with this, we are targeting a new group... People with this kind of wealth aren't going to the movies." And who are these people? According to the WSJ, these include no other than Tom Cruise, Arnold Schwarzenegger and "Family Guy" creator Seth MacFarlane.

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As well as being ever-so-slightly expensive, owning a private IMAX theatres has another issue--one cannot simply watch IMAX movies on the day they hit theatres just yet, even if IMAX is negotiating such availability. Then again, they do say money solves (nearly) everything...

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