

# THE FALLS MOVIE FUN FACTS

## The Experience

- IMAX® films are projected onto giant rectangular screens, up to eight storeys high. IMAX® screens make up most of the largest movie screens in the world.
- IMAX® film is ten times larger than a conventional 35mm film three times bigger than a standard 70mm film.
- The IMAX® screen is designed to encompass the viewers peripheral vision so that they are less aware of being in a movie theatre and engulfed solely in the visual wonders of the film. It is simply the most involving cinematic experience available.

## Sound

- Sound is critical to The IMAX® Experience™. The IMAX® six-channel sound system, with sub-bass, is capable of delivering over 12,000 watts of pure digital surround sound through 44 speakers located throughout the theatre.
- The Sonics Proportional Point Source™ Loudspeaker system, specifically designed for IMAX® theatres, eliminates variations in volume and sound quality over the theatre seating area. This allows all members of the audience to experience superb sound quality regardless of where they may be seated.

## Awards

- In 1997 IMAX® Corporation won an Oscar®, the Academy of Motion Picture Arts and Sciences' highest honor, for scientific and technical achievement.

## History

- The IMAX® system has its roots in EXPO '67 in Montreal, Canada where multi-screen films were the hit of the fair. A small group of Canadian filmmakers/entrepreneurs who had made some of those popular films, decided to design a new system using a single, powerful projector, rather than the cumbersome multiple projectors used at that time. The result: the IMAX® motion picture projection system which would revolutionize giant-screen cinema.
- IMAX® technology premiered at the Fuji Pavilion, EXPO '70 in Osaka, Japan. The first permanent IMAX® projection system was installed at Ontario Place's Cinesphere in Toronto in 1971. IMAX® Dome (OMNIMAX) debuted at the Reuben H. Fleet Space Theatre in San Diego in 1973.

## General Information

- The IMAX® brand is recognized world-wide for high quality family entertainment. To date more than 750 million people have had an IMAX® experience since it premiered in 1970 with more than 65 million customers world-wide in 1996 alone.
- The Niagara Falls IMAX® Theatre was the 15th IMAX® Theatre ever built.
- The Niagara theatre has the largest movie screen in Canada and is the 4th largest IMAX® Theatre in the world.
- The Niagara movie screen is over 6 storeys tall by 8 storeys wide.
- The film "Niagara Miracles, Myths & Magic" debuted on May 1st, 1987 and has been running every day except Christmas Day since that time.
- It is the second most watched IMAX film of all time.
- Three Academy Award winners worked on making "Niagara." These members of the team also worked on "Star Wars", "Raiders of the Lost Ark", "ET" and more.
- The producers of "Niagara" also made the movie "Flashdance" but we don't tell people that.
- The musical composer for the film is Academy Award winner Bill Conti who wrote & produced "Gonna Fly Now", the title song from the film "Rocky".
- The theatre plays host to well over a half a million visitors a year.
- The theatre has won Niagara Falls "Attraction of the Year" award 3 times.
- The IMAX® Theatre Niagara Falls is owned by National Geographic.
- The Niagara Theatre is one of 4 theatre's owned by National Geographic. The other locations include the Grand Canyon & the film "Grand Canyon, the Hidden Secrets" (the most successful IMAX® film of all time), Hearst Castle at San Simeon California & the film "Hearst Castle - Building the Dream" and Victoria, British Columbia in the Royal British Columbia Museum.
- We have no idea why the building is shaped like a pyramid.

To arrange for your group package, contact Group Sales at  
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