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2011 Analyst & Investor Day

Safe Harbor

This presentation may contain "forward-looking statements" including, but are not limited to, references to future capital expenditures, business and technology strategies and measures to implement strategies, competitive strengths, goals, expansion and growth of business, operations and technology, plans and references to the future success of the Company and expectations regarding the Company's future operating results. These forward-looking statements are based on certain assumptions and analyses made by the Company in light of its experience and its perception of historical trends, current conditions and expected future developments, as well as other factors it believes are appropriate in the circumstances. However, whether actual results and developments will conform with the expectations and predictions of the Company is subject to a number of risks and uncertainties, including, but not limited to, general economic, market or business conditions; including the length and severity of the current economic downturn, the opportunities (or lack thereof) that may be presented to and pursued by the Company; competitive actions by other companies; the performance of IMAX DMR films; conditions in the in-home and out-of-home entertainment industries; the signing of theater system agreements; changes in laws or regulations; conditions, changes and developments in the commercial exhibition industry; the failure to convert theater system backlog into revenue; risks related to new business initiatives; risks associated with investments and operations in foreign jurisdictions and any future international expansion, including those related to economic, political and regulatory policies of local governments and laws and policies of the United States and Canada; the potential impact of increased competition in the markets the Company operates within; risks related to foreign currency transactions; risks related to the Company's prior restatements and the related litigation and investigation by the Securities and Exchange Commission and the ongoing inquiry by the Ontario Securities Commission; and other factors, many of which are beyond the control of the Company. Consequently, all of the forward-looking statements made in this presentation are qualified by these cautionary statements, and actual results or anticipated developments by the Company may not be realized, and even if substantially realized, may not have the expected consequences to, or effects on, the Company. The Company undertakes no obligation to update publicly or otherwise revise any forward-looking information, whether as a result of new information, future events or otherwise. These and other risk factors are discussed in the Company's Annual Report on Form 10-K for the year ended December 31, 2010, and in the subsequent reports filed by the Company with the Securities and Exchange Commission.



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Network Growth

May 4, 2011

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IMAX Global Theatre Network - Then

2007: 299



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IMAX Global Theatre Network - Now

Q1 2011: 528



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US & Canada (Domestic)

● 245 Open



Note: Figures as of March 31, 2011.

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US & Canada (Domestic)

● 245 Open
● 46 Backlog
= 291 Contracted



Note: Figures as of March 31, 2011.

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US & Canada (Domestic)

● 245 Open
● 46 Backlog
= 291 Contracted



400 to
450
Zones



Note: Figures as of March 31, 2011.

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Asia

China, Japan, S. Korea, India, Australia

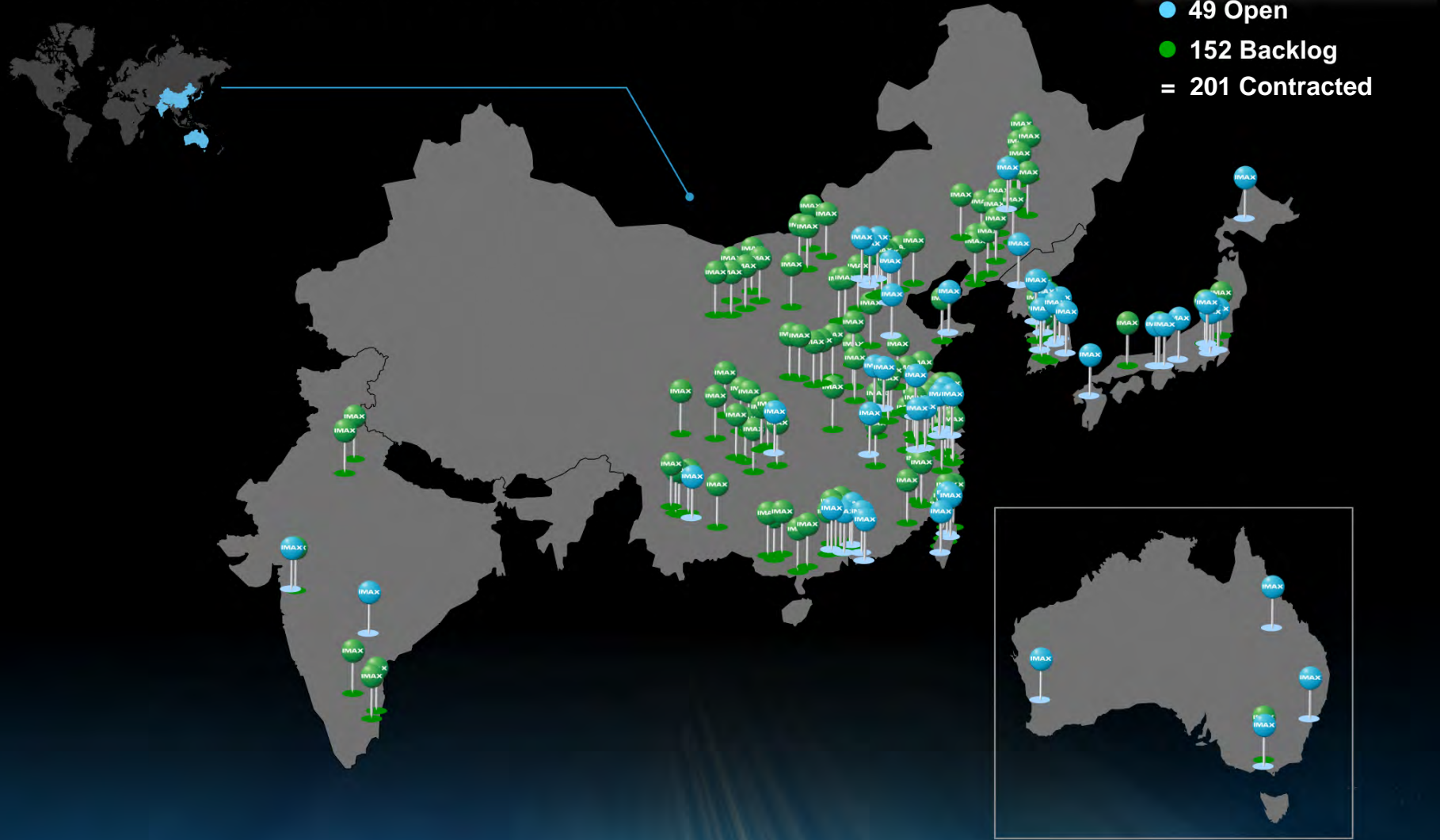


Note: Figures as of March 31, 2011.

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Asia

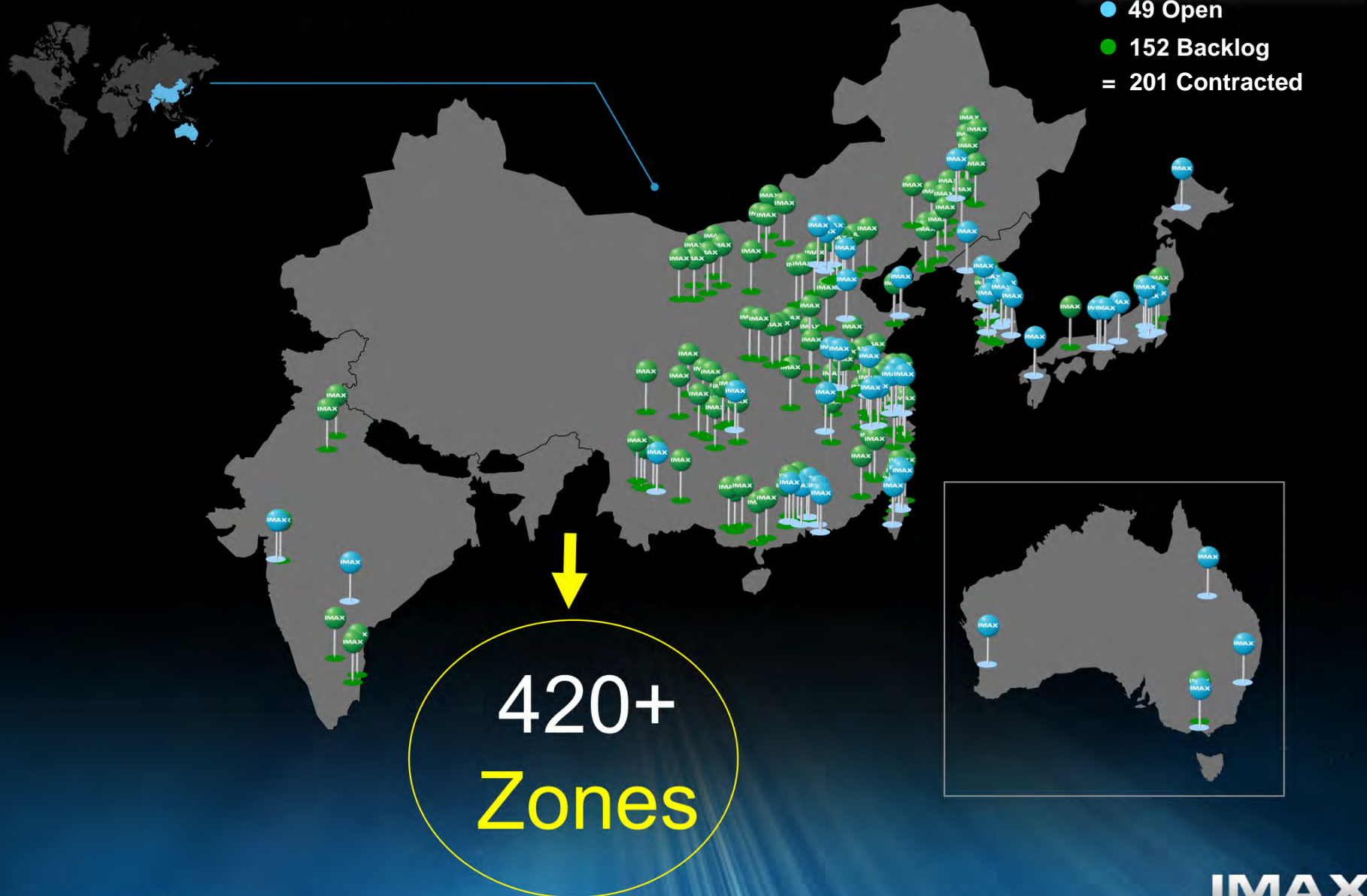
China, Japan, S. Korea, India, Australia



Note: Figures as of March 31, 2011.

Asia

China, Japan, S. Korea, India, Australia

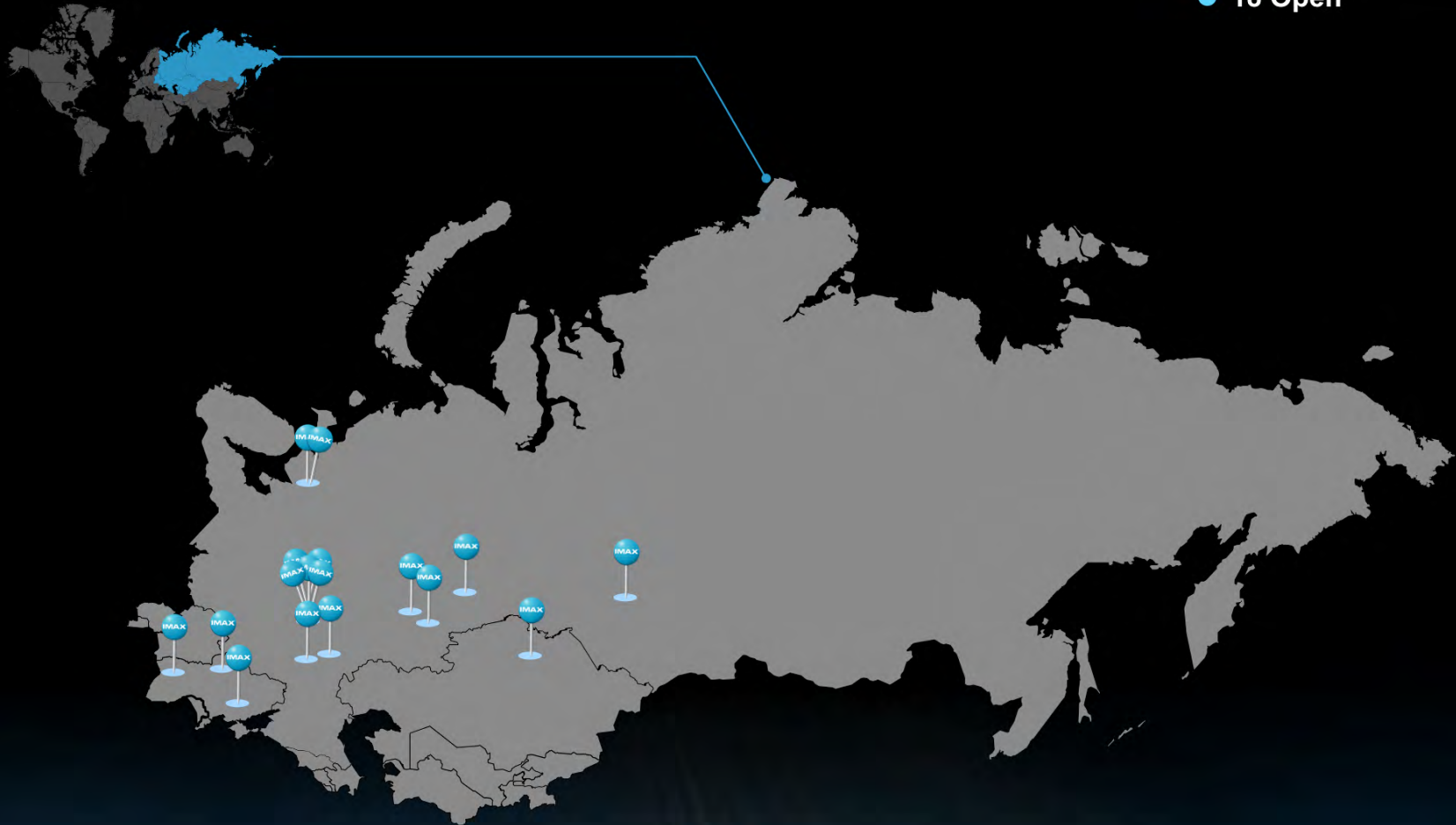


Note: Figures as of March 31, 2011.

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Russia & CIS

● 18 Open

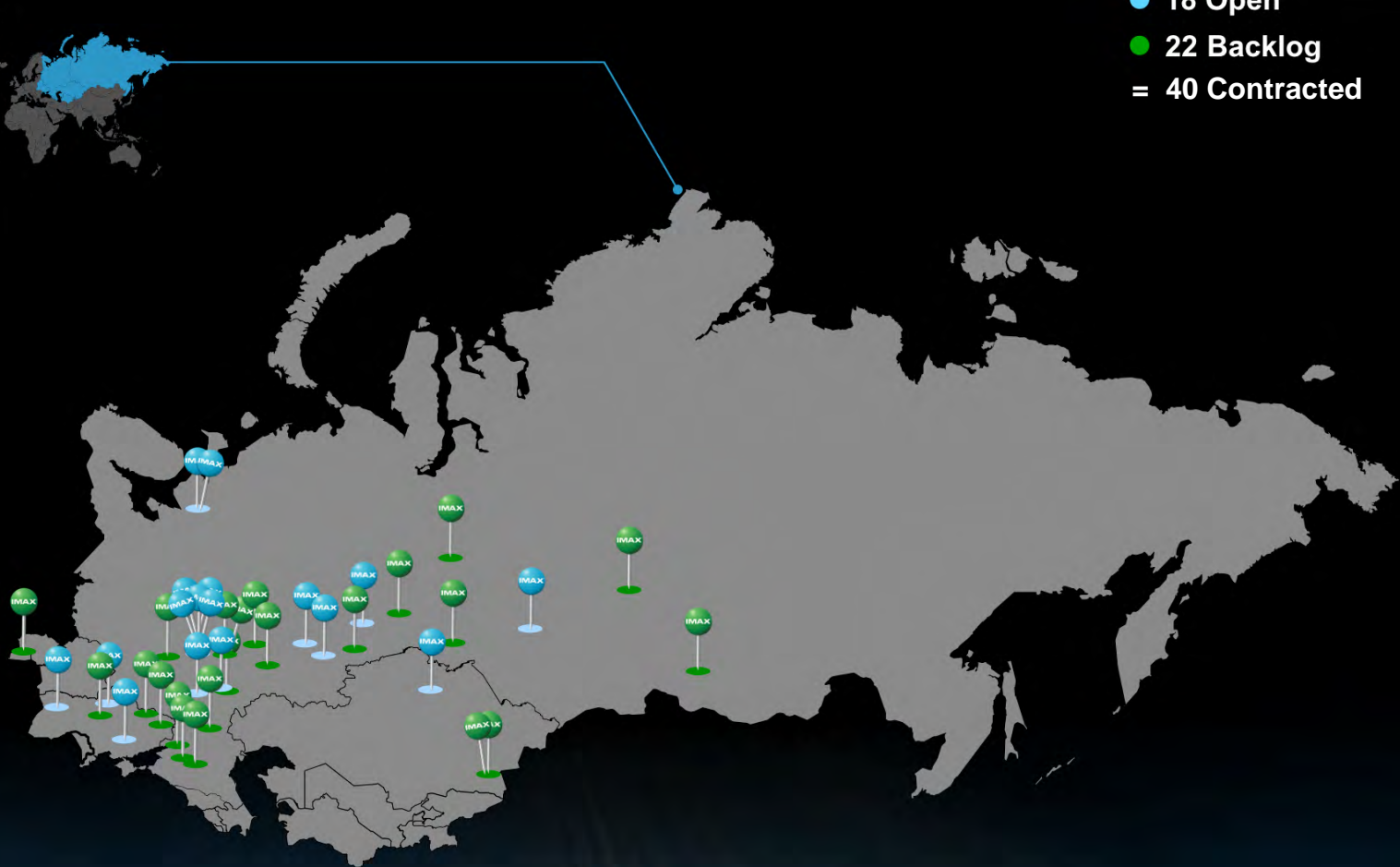


Note: Figures as of March 31, 2011.

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Russia & CIS

- 18 Open
- 22 Backlog
- = 40 Contracted



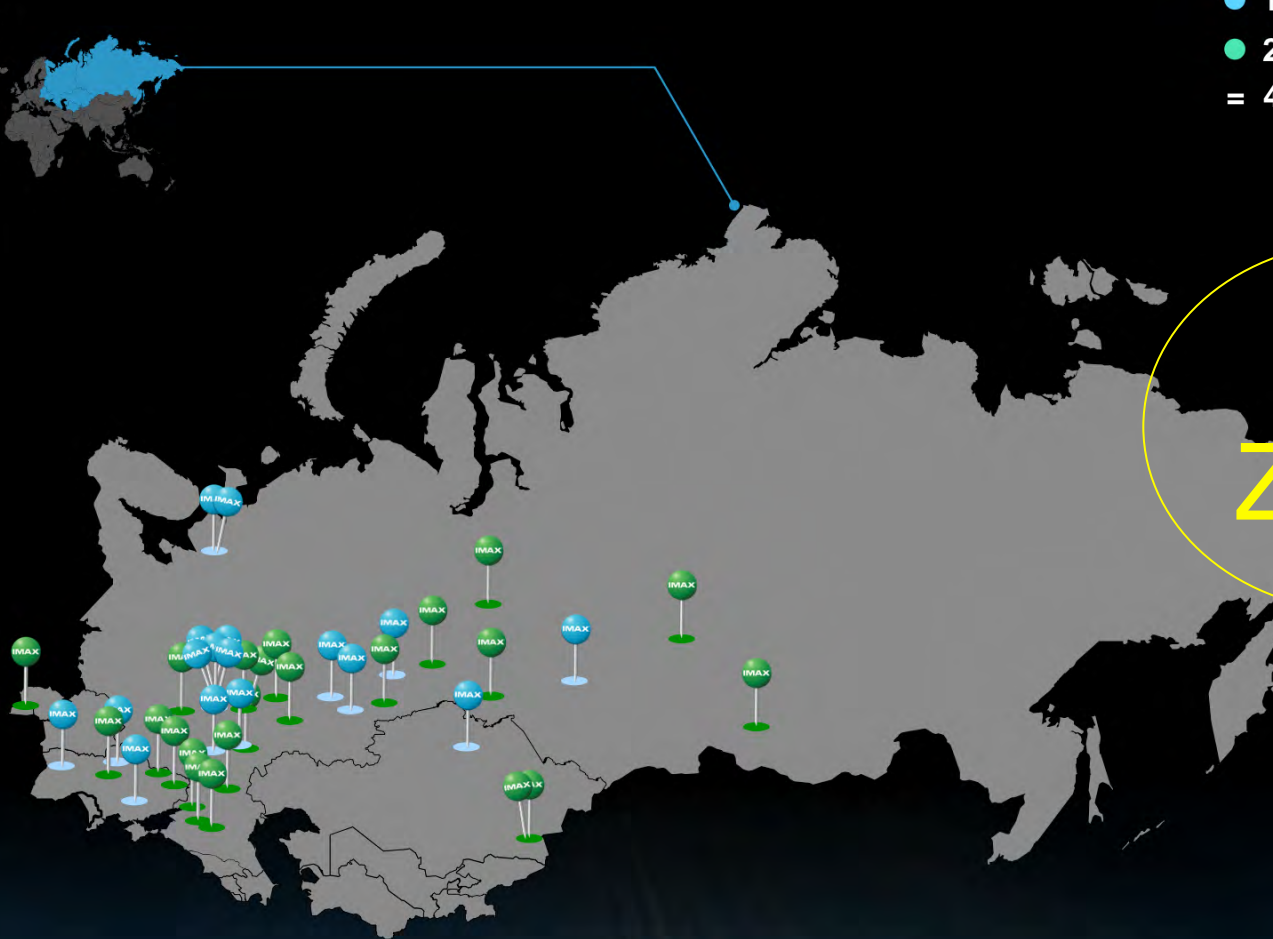
Note: Figures as of March 31, 2011.

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Russia & CIS

- 18 Open
- 22 Backlog
- = 40 Contracted

60+
Zones



Note: Figures as of March 31, 2011.

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Europe

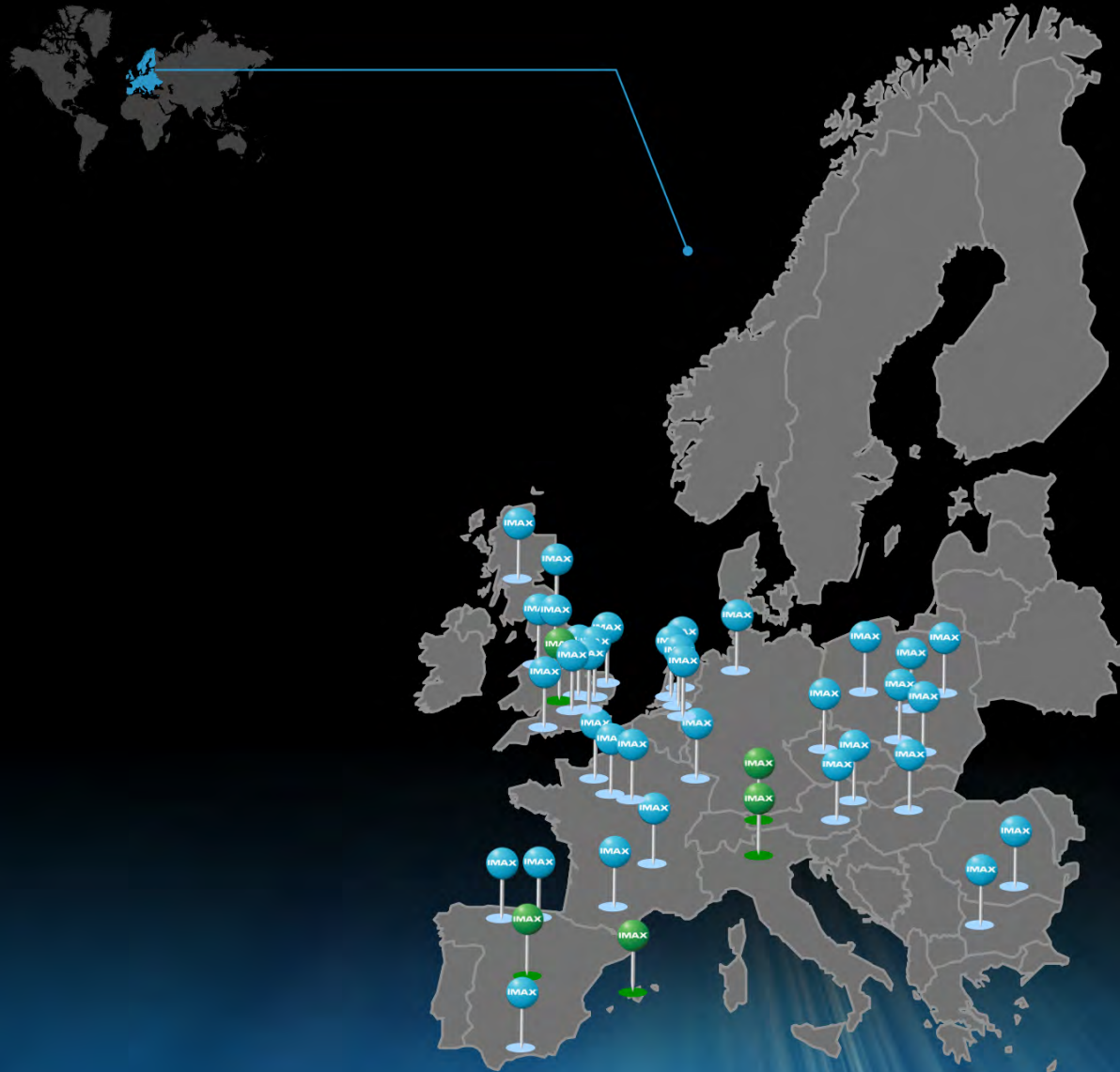
● 35 Open



Note: Figures as of March 31, 2011.

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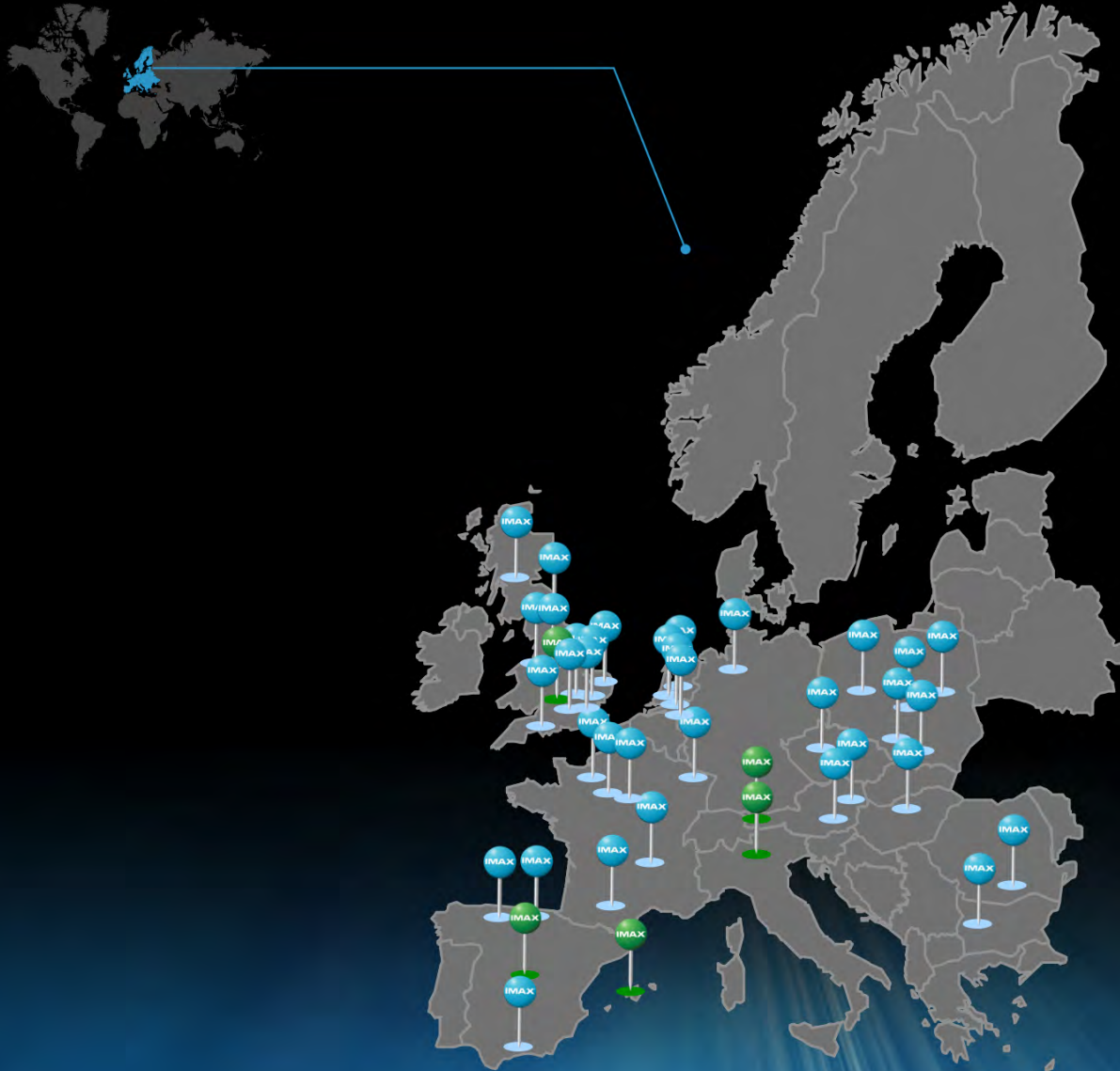
Europe



Note: Figures as of March 31, 2011. Backlog locations based on contracted terms.

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Europe



● 35 Open
● 5 Backlog
= 40 Contracted



200
Zones

Note: Figures as of March 31, 2011. Backlog locations based on contracted terms.

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Latin America

Mexico, Central America, South America



● 13 Open

Note: Figures as of March 31, 2011. Backlog locations determined by contracted terms and Company estimates.



Latin America

Mexico, Central America, South America



● 13 Open
● 39 Backlog
= 52 Contracted

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Note: Figures as of March 31, 2011. Backlog locations determined by contracted terms and Company estimates.

Latin America

Mexico, Central America, South America



● 13 Open
● 39 Backlog
= 52 Contracted



120
Zones

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Note: Figures as of March 31, 2011. Backlog locations determined by contracted terms and Company estimates.



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Finance

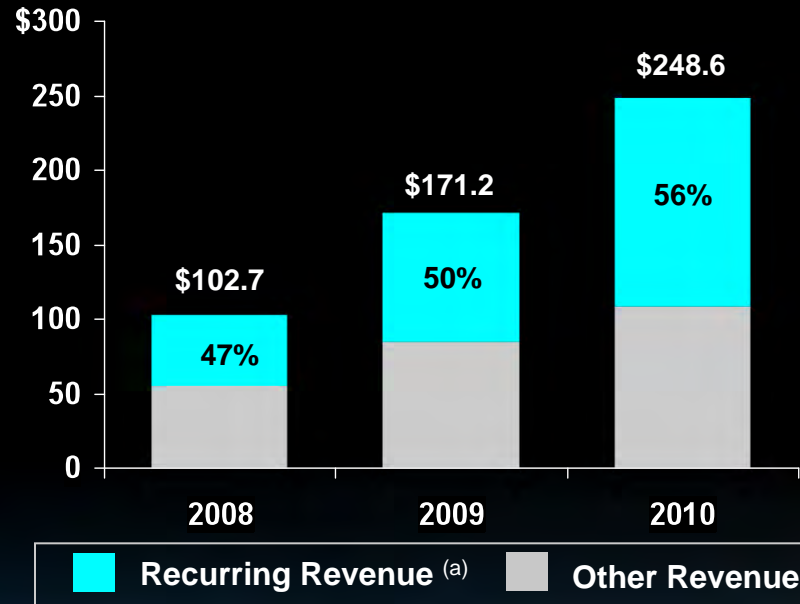
May 4, 2011

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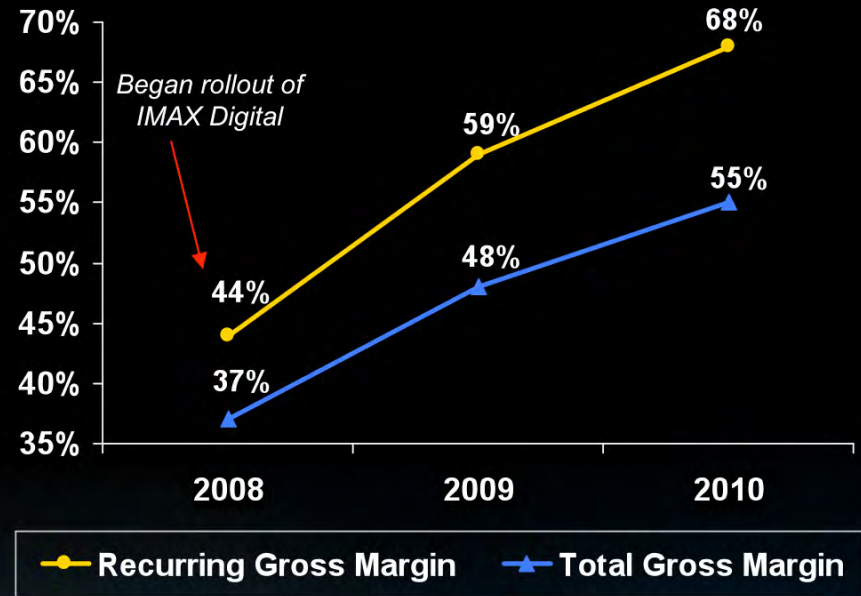
New Business Model Driving Increase in Recurring Revenues and Gross Margin

Recurring revenues increasing as a % of total revenues

(\$ in millions)



As a result, total gross margin is increasing



(a) Recurring revenue represents JRSA revenue, DMR film revenue, maintenance revenue, and ongoing rent, fees and finance income.

Annual Run Rate of 100 New IMAX Theatres

(\$ in 000s)	JOINT REVENUE SHARING		SALES-TYPE LEASE		TOTAL
	1 New Theatre	50 New Theatres	1 New Theatre	50 New Theatres	100 New Theatres
Estimated Annual Recurring EBITDA*					
JRSA	\$ 240	\$ 12,000	NA	NA	\$ 12,000
DMR	\$ 150	\$ 7,500	\$ 150	\$ 7,500	\$ 15,000
Maintenance	\$ 10	\$ 500	\$ 10	\$ 500	\$ 1,000
Estimated Total	\$ 400	\$ 20,000	\$ 160	\$ 8,000	\$ 28,000
	+ Estimated One-Time Sales/ Type Lease Margin Upfront		\$ 800	\$ 40,000	\$ 40,000

* **Annual estimates based on the following assumptions:**

- \$1.2 million annual gross box office per screen; note that actual performance may vary due to box office results. Annual DMR revenues calculated at approximately 12.5% of gross box office per screen. In China, IMAX DMR revenues could range from 6.5% to 15% of box office for Hollywood and local DMR titles, respectively.
- Annual JRSA revenues calculated at approximately 20% of gross box office per screen.
- Excludes initial one-time launch cost expensed at time of installing each new joint revenue sharing theatre.

Revenue Segments

	2008	2009	2010
IMAX Systems	\$35 mm	\$65 mm	\$76 mm
Theatre System Maintenance	16	18	21
Joint Revenue Sharing Arrangements	3	22	42
Production and IMAX DMR	18	36	63
Distribution	10	12	18
Post-Production	7	4	8
Theatre Operations	11	12	13
Other	3	3	7
Total Revenues	\$103 mm	\$171 mm	\$249 mm
Gross Box Office from DMR	\$130 mm	\$271 mm	\$546 mm
JRSA + DMR as a % of Box Office	16%	21%	19%



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