



## **BFI IMAX press release**

### **SEE WARNER BROS.' 300 IN IMAX® AT THE BFI IMAX 300: The IMAX Experience opens on 22 March**

London, 1 March 2007 – Audiences will be battling it out to get the first look at 300 in IMAX when it opens at the BFI IMAX on 22 March. Digitally re-mastered into the unparalleled image and sound quality of The IMAX Experience® with proprietary IMAX DMR® (digital re-mastering) technology, 300: The IMAX Experience will debut concurrently with the nationwide 35mm release from Warner Bros. Pictures.

This highly anticipated visual epic is the 13<sup>th</sup> IMAX DMR film release from Warner Bros. Pictures. The IMAX Experience, featuring the large 15/70 film frame combined with IMAX projection technology and remarkable sound system, provides a unique and extraordinary movie-going experience. Audiences will be virtually transported into the land of Ancient Greece and experience the intensity of battle as 300 Spartans fight for freedom and glory on some of the world's largest screens, surrounded by state-of-the-art digital surround sound.

Based on the graphic novel by Frank Miller, 300 is a ferocious retelling of the ancient Battle of Thermopylae, in which King Leonidas (Gerard Butler) and 300 Spartans fought to the death against Xerxes and his massive Persian army. Facing insurmountable odds, their valor and sacrifice inspire all of Greece to unite against their Persian enemy, drawing a line in the sand for democracy. The film brings Miller's (Sin City) acclaimed graphic novel to life by combining live action with virtual backgrounds that capture his distinct vision of the ancient historic tale.

Warner Bros. Pictures presents, in association with Legendary Pictures and Virtual Studios, a Mark Canton / Gianni Nunnari Production, 300. Directed by Zack Snyder, the film stars Gerard Butler, Lena Headey, David Wenham and Dominic West. The screenplay is written by Zack Snyder & Kurt Johnstad and Michael B. Gordon, based on the graphic novel by Frank Miller and Lynn Varley. 300 is produced by Gianni Nunnari, Mark Canton, Bernie Goldmann and Jeffrey Silver, with Deborah Snyder, Frank Miller, Craig J. Flores, Thomas Tull, William Fay and Benjamin Waisbren serving as executive producers.

The BFI IMAX is located at South Bank, London SE1. For information on tickets and showtimes, please call 0870 787 2525 or visit the website at [www.bfi.org.uk/imax](http://www.bfi.org.uk/imax). Tickets are on sale now, priced at £12.00 for adults and £9.75 for concessions. The reduced rate for groups of 10 people or more is £11.00 for adults and £8.75 for concessions.

#### **For further information please contact:**

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Images are available from Warner Bros at [www.image.net](http://www.image.net)  
[www.300themovie.com](http://www.300themovie.com)

The film has been rated 15 for containing "strong bloody violence". RT: 1 hour 57 mins

### **About the BFI IMAX**

The BFI IMAX is run by the BFI. A state-of-the-art, large-format cinema that can seat up to 485 people, it features a screen more than 20 metres high – the height of five double-decker buses – and stretching more than 26 metres wide. It is the largest cinema screen in the UK. This, together with the 12,000-watt digital surround-sound system and the most sophisticated motion-picture projector in the world, immerses audiences in larger-than-life images and ultra-realistic sound, whether the film is in 2D, 3D or IMAX® DMR™.

### **About the BFI**

There's more to discover about film and television through the BFI. Our world-renowned archive, cinemas, festivals, films, publications and learning resources are here to inspire you. [www.bfi.org.uk](http://www.bfi.org.uk)

### **About IMAX Corporation**

IMAX Corporation is one of the world's leading entertainment technology companies, specializing in digital and film-based motion picture technologies. The worldwide IMAX network is among the most important and successful theatrical distribution platforms for major event Hollywood films around the globe, with IMAX theatres delivering the world's best cinematic presentations using proprietary IMAX, IMAX 3D, and IMAX DMR technology. IMAX DMR is the Company's groundbreaking digital remastering technology that allows it to transform digitally virtually any conventional motion picture into the unparalleled image and sound quality of The IMAX Experience. IMAX's renowned projectors display crystal-clear images on the world's biggest screens, and the IMAX brand is recognized throughout the world for extraordinary and immersive entertainment experiences for consumers. As of September 30, 2006, there were 280 IMAX theatres operating in 40 countries.

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