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**BULLOCK
TEXAS
STATE HISTORY
MUSEUM**
TheSTORYofTEXAS.com

NEWS RELEASE

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Bullock Museum IMAX® Theatre to undergo digital conversion

Project begins Jan. 5 with a grand re-opening Feb. 6, 2015

DECEMBER 30, 2014 (AUSTIN, TX) — The Bullock Texas State History Museum IMAX® Theatre in Austin, Texas, will undergo a digital transformation beginning Jan. 5, 2015, that will incorporate new projection and audio systems technology to heighten the viewer's experience and allow for expanded film programming. The theater will close temporarily for the conversion project with an anticipated grand re-opening date of Feb. 6, 2015.

The Bullock Museum has been proud to provide the largest IMAX® screen experience in Texas since opening in 2001. To build on this history, the museum's existing IMAX® film projection system will be replaced with a new state-of-the-art digital projector, upgraded audio, and a new screen, giving access to a wider array of first-run features, repertory films, and educational documentaries than ever before.

In an effort to develop the organization's film and theater programming, Bullock Museum Director Dr. Victoria Ramirez hired Josh Jacobs in October to serve as the new director of film and theater. Jacobs brings more than 10 years of experience as director of Alamo Drafthouse Cinema's Rolling Roadshow and as a recording engineer, sound designer, and mixer for film and television.

"I have spent my life exploring the towns, highways and back roads of Texas," Jacobs said. "I am elated to be part of such a wonderful team and to have the opportunity, through film, to tell the story of Texas."

Jacobs will oversee the digital conversion, and with the flexibility digital IMAX® technology offers, he will roll out a new lineup of programming for Spring 2015.

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"The conversion of the theater will bring two digital projectors, a new sound system, a new screen and a whole lot of fun to the visitor's experience," Jacobs said. "Although I am sad to see the 70mm go away, I understand that this shift is driven by the industry, and I am excited for all the programming opportunities that the digital conversion will allow. I look forward to broader offerings from IMAX®, all the major studios, as well as the ability to show repertory films and alternative content."

The 400-seat Bullock Museum IMAX® Theatre provides visitors with an extraordinary cinematic experience. It is home to Texas's biggest screen — six stories tall — and Austin's only Giant Screen, certified by the Giant Screen Cinema Association. Crystal clear, lifelike images and earth-shaking surround sound, provide an optimum IMAX® experience that immerses viewers in the on-screen action.

The digital conversion will expand the types of unique and innovative films and programs the Bullock Museum can offer, making it a destination for film in Austin and throughout the region.

"The Bullock Museum is a premier destination for film and is committed to providing the best visitor experience possible," Ramirez said. "We want to provide family friendly film and theater programming with a vast array of music, live performances and live-stream events to engage audiences and create unique film experiences for Central Texans."

The theater is part of the Bullock Texas State History Museum, located at 1800 N. Congress Ave. in downtown Austin between the Texas State Capitol complex and the UT Austin campus. The museum offers 3D and 4D film programming in the IMAX® and Texas Spirit theaters in addition to changing exhibitions related to Texas history, educational programs and special events. The museum offers convenient on-site parking, dining at the Story of Texas Café, and shopping at the Museum Store. For more, visit TheStoryofTexas.com or call (512)936-8746.

Bullock Texas State History Museum IMAX Theatre Digital Conversion

FAQ

What is the Digital Conversion Project?

The Bullock Museum IMAX Theatre is undergoing a digital projection system conversion beginning Jan. 5, 2015. The existing IMAX® systems will be replaced with new state-of-the-art digital projector, upgraded audio, and a new screen giving access to a wider array of first-run features, repertory films, and educational documentaries than ever before.

What will happen during the conversion?

The digital conversion will include installation of a digital projection and audio system and a refreshing of the theater lobby and concession area.

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When will the conversion take place?

The theater will close on Jan. 5, 2015, with an anticipated grand re-opening date of Feb. 6, 2015.

What equipment will be replaced and installed?

The existing 70mm film projector will be removed to make room for a new state-of-the-art, digital system with dual projectors featuring sub-pixel alignment. The resulting high-contrast, high-definition image, along with uncompressed digital audio and a new 65-foot screen, combine to create one of the most powerful, immersive cinematic experiences available today.

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About the Bullock Museum

The Bullock Texas State History Museum in downtown Austin tells the unfolding story of the history, culture and people of Texas. The museum includes three floors of exhibitions, an IMAX® theater a 4D special-effects theater, a café, and a museum store. The Museum collaborates with more than 700 museums, libraries, archives and individuals to display original historical artifacts and produce exhibitions that illuminate and celebrate Texas history and culture. Named for the state's 38th Lieutenant Governor, Bob Bullock, who worked to establish the museum, the iconic building is located at 1800 N. Congress Avenue. For more, visit TheStoryofTexas.com or call (512)936-8746.

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