

***IMAX with Laser* to launch 10/8 at the Bullock**

Reopening events to include *Wizard of Oz* remastered in IMAX 3D, plus *Raiders of the Lost Ark* and *Top Gun* IMAX Experiences

Sept. 27, 2016 (AUSTIN, TX) — The Bullock Museum IMAX® Theatre, located in downtown Austin will reopen to the public next week, featuring a renovated theater and the newest movie projection technology available. The first theater in Texas, and one of only a handful in the world, to offer movies using the new proprietary *IMAX® with Laser* system, the museum will host a series of special screenings for members before the theater re-opens to the public on Oct. 8, 2016.

Included in the *IMAX with Laser* opening-week lineup are one-time, [special screenings](#) of films created or re-mastered for the IMAX format. Family and fan favorites include: *The Jungle Book 3D* (2016) on Oct. 8 at 4 p.m.; *The Wizard of Oz* (1939) remastered in IMAX 3D on Oct. 9 at 4 p.m., *Indiana Jones and the Raiders of the Lost Ark 2D* (1981) on Oct. 10 at 7 p.m., *Top Gun 3D* (1986) on Oct. 11 at 7 p.m.; and *Ghostbusters 3D* (2016) on Oct. 12 at 7 p.m. A second wave of programming will be announced early next week.

From August through early October, the Bullock Museum IMAX Theatre installed new dual 4K laser projectors and enhanced 12-channel immersive audio systems and renovated the 329+-seat theater. Luxury seating, new carpet, and expanded concessions will enhance the moviegoing experience for visitors.

[Laser technology](#) represents a quantum leap forward in cinema technology — providing audiences with the most vivid digital images ever to appear on screen, combined with a whole new level of immersive audio. The technology will enable the theater to deliver the full array of the highest-quality IMAX digital content available.

The *IMAX with Laser* system is designed for both 2D and 3D formats with output nearly 50 percent brighter than existing systems. The new technology will allow for a significantly larger color



The Bullock Museum IMAX Theatre will be the first theater in the state of Texas, and one of only a handful in the world to feature IMAX with Laser technology. The renovation began in August and the theater will reopen next week with new IMAX laser projectors, audio equipment, luxury seating and a new concessions area.



Speakers have been added above the seating area and on both sides of the theater to offer enhanced 12-channel audio system with boosted sub-bass.

range, which means viewers can see colors never before seen on screen.

The projection will fill the biggest screen in Texas and audiences' field of vision more effectively than the current system, and images will reach the highest contrast level available anywhere.

The technology will offer the sharpest, brightest, clearest and most vivid images ever created on screen with more contrast and a wider gamut of colors means more detail in the image and even more intense, lifelike images, creating a heightened level of realism that

makes audiences feel like they are part of the movie.

The museum also will install a next-generation sound system delivers doubles the sound level through an enhanced 12-channel system with boosted sub-bass. Additional speakers above the audience and on both sides of the theater provide an unrivaled, visceral sound experience. In addition to new projection and audio systems, new 3D glasses will optimize the advanced 3D technology system, and new theater seats and carpeting will be installed.

The Bullock Museum IMAX Theatre grand reopening will kick off Oct. 7, 2016 as the Bullock Museum hosts the Austin opening-night screening of [Voyage of Time: The IMAX Experience](#). An examination of the birth and death of the known universe, the new film from Director Terrance Malick takes audiences on a vast, yet personal, journey that spans eons, from the Big Bang to the age of the dinosaurs to our present human world and beyond.

Visit [TheStoryofTexas.com](#), or follow @BullockMuseum on Facebook and Twitter, to learn more about this exciting project and the museum's exhibitions, films and programs.

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Support for the Bullock Museum's exhibitions and education programs provided by the Texas State History Museum Foundation.

ABOUT THE BULLOCK MUSEUM

The Bullock Texas State History Museum includes three floors of exhibitions, IMAX® and special-effects theaters, a cafe and museum store. The Museum collaborates with more than 700 museums, libraries, archives and individuals to display original historical artifacts and host exhibitions that illuminate and celebrate Texas history and culture. For more, visit [TheStoryofTexas.com](#) or call (512) 936-8746.