

Bullock Museum will be first in Texas to feature IMAX with Laser

Austin one of a handful of international sites to install ground-breaking movie projection technology

Aug. 2, 2016 (AUSTIN, TX) — The newest movie projection technology available is coming this fall to the Bullock Museum IMAX® Theatre, located in downtown Austin, Texas. After a temporary closure for renovation, the Bullock Museum's theater will reopen in early October as 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. To celebrate its grand reopening on Oct. 7, 2016, the museum will host the U.S. premiere of the highly anticipated *Voyage of Time*, written and directed by Terrence Malick.

From August through early October, the Bullock Museum IMAX Theatre will undergo an extensive transformation as new laser projectors and enhanced 12-channel immersive audio systems are installed. Luxury seating, new carpet, and expanded concessions will enhance the moviegoing experience for visitors.

"When we reopen the theater, audiences will enjoy one of the most extraordinary theater experiences available in the country," Dr. Victoria Ramirez, director of the Bullock Museum, said. "It is a high priority for us to offer the best movie viewing technology available in the Austin and Central Texas market."

The museum signed an agreement with the IMAX Corporation earlier this year that will bring the company's next-generation digital laser projection system, known as [*IMAX with Laser*](#), to Austin.

[Laser technology](#) will replace the museum's current IMAX xenon digital projection system and further enhance the



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 will begin in August and the theater will reopen in early October with new projection and sound equipment, luxury seating and new carpet.

-more-

IMAX experience for visitors. *IMAX with Laser* 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.

Featuring a dual, 4K laser-driven system designed for both 2D and 3D formats, the output is nearly 50 percent brighter than existing systems. The new technology will allow for a significantly larger color 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.

"This technology will offer the sharpest, brightest, clearest and most vivid images ever created on screen," Bullock Museum Director of Film and Theaters Josh Jacobs said. "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 that will double 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 will be open through Aug. 4, 2016, and will remain closed for renovation until early October. The grand reopening of the theater will kick off Oct. 7, 2016 as the Bullock Museum hosts the American opening of [Voyage of Time: The IMAX Experience](#). An examination of the birth and death of the known universe, the film will take 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.

To offer new, innovative programming during the closure, the museum's Texas Spirit Theater, a 190-seat theater located on the second floor, will feature the award-winning animated short film [World of Tomorrow](#) by Austin filmmaker [Don Hertzfeldt](#). It will show daily Aug. 5 to Oct. 7, 2016. A companion exhibition of Hertzfeldt's original artwork, some never-before-seen, will be on view outside the theater through October 7, 2016.

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.

#

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.