

NEWS RELEASE

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'Game of Thrones the IMAX® Experience' set to open Jan. 29 at renovated Bullock Museum theater *Season 4, Episodes 9 and 10, digitally re-mastered for the giant screen*

JANUARY 15, 2015 (AUSTIN, TX) — The Bullock Texas State History Museum IMAX Theatre will be the only theater in Austin to show "Game of Thrones the IMAX Experience (Season 4, Episodes 9 and 10)" Jan. 29 through Feb. 5, 2015. The Bullock Museum's renovated IMAX theater will reopen to the public on Jan. 29 with a 10 p.m. screening of two digitally re-mastered episodes of the popular HBO® series, along with a sneak-peek trailer for the upcoming season.

The one-week run will be the first in an action-packed line-up of movies and programs to be offered at the Bullock Museum IMAX Theatre after undergoing a major upgrade to add new IMAX® digital projection equipment and uncompressed audio systems, as well as a new 85-foot screen. New state-of-the-art digital projectors were installed this week that replaced the theater's film projection system, allowing the theater to show a more extensive and diverse line-up of first-run features, repertory films, and educational documentaries than ever before, according to Josh Jacobs, the Bullock Museum's director of film and theater.

"The digital conversion is an exciting step for the Bullock IMAX," Jacobs said. "Our ability to participate in the IMAX release of 'Game Of Thrones' is like instant gratification."

One of television's most prodigious series is merging with the world's most immersive cinematic experience. HBO will become the first television network to feature its programming in IMAX theaters, showing two episodes of "Game of Thrones, Season 4" followed by the eagerly anticipated worldwide debut of an sneak-peek Season 5 trailer created exclusively for IMAX theaters.

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“The Watchers on the Wall” (Season 4, Episode 9) features one of the fiercest and most intense battle scenes ever filmed for television. Episode 10, “The Children,” is the season finale of this epic series with storylines of treachery and nobility, family and honor, ambition and love, and death and survival, that have captured the imagination of fans globally and made it one of the most popular shows on television.

"Watching GoT on an 85-foot-wide screen with 400 people as excited as you are... This is the Bullock IMAX experience. 'Only the ladder is real. The climb is all there is,'" Jacobs said.

This spring, the theater will offer such popular Sci-Fi thrillers as "Jupiter Ascending" and "Seventh Son," as well as educational IMAX documentaries for families such as "Jerusalem," "Humpback Whales," and "Dark Universe," plus much more.

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 experience that immerses viewers in the on-screen action.

"Game of Thrones the IMAX Experience" is 128 min. and is rated "R." Children under 17 require accompanying parent or adult guardian (age 21 or older.) Tickets for the one-week run go on sale Friday, Jan. 16 at 12:01 a.m. at TheStoryofTexas.com.

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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 Texas history 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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