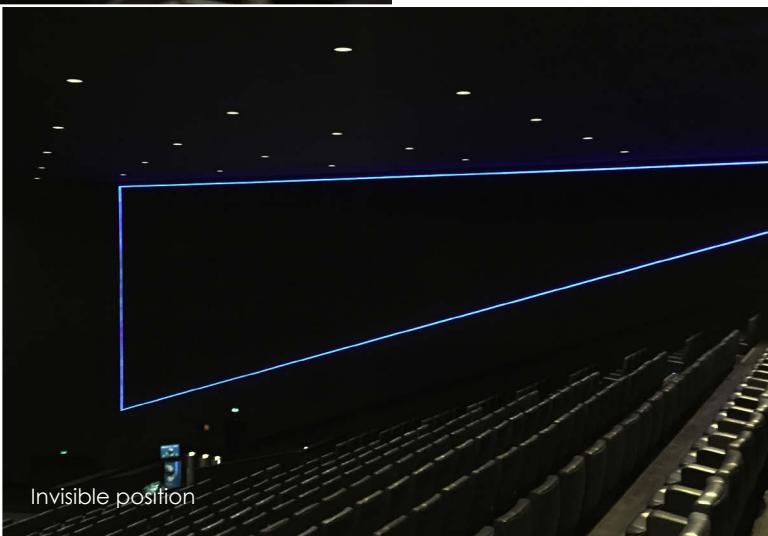


The word "IMAX" in a large, white, sans-serif font, tilted diagonally upwards to the right. A thin blue rectangular line forms a frame around the text, which is set against a dark background.

in-VISIBLE™
illuminated pre-show
and post-show fabric
acoustic graphics
by **eomac**



in-VISIBLE™
Visible position — Angled side wall branding application
Custom size 9.2 m wide x 2.5 m high (Nominal 30'-4" x 8')



It was not long ago that branding on a race car, or in a sports venue, was unheard of. Now, it is time to utilise that massive amount of unused wall surface within your auditoria.

The patented in-VISIBLE™ fabric acoustic lightboxes integrate seamlessly into the cinema environment for never-before realised opportunities in branding, sponsorship, theme creation, advertising, promotion, design, decoration and more... Today, all companies struggle to find ways to connect with consumers in a measurable way that entertains, provokes and agrees with the audience. in-VISIBLE™ creates a new medium that enhances the design, look and feel of a cinema, without compromise.



in-VISIBLE™

Visible position — Vertical side wall branding application

Standard size 2 m wide x 2.7 m high (Nominal 6'-6" x 9')

Illuminated fabric acoustic graphics completely disappear when the movie starts.

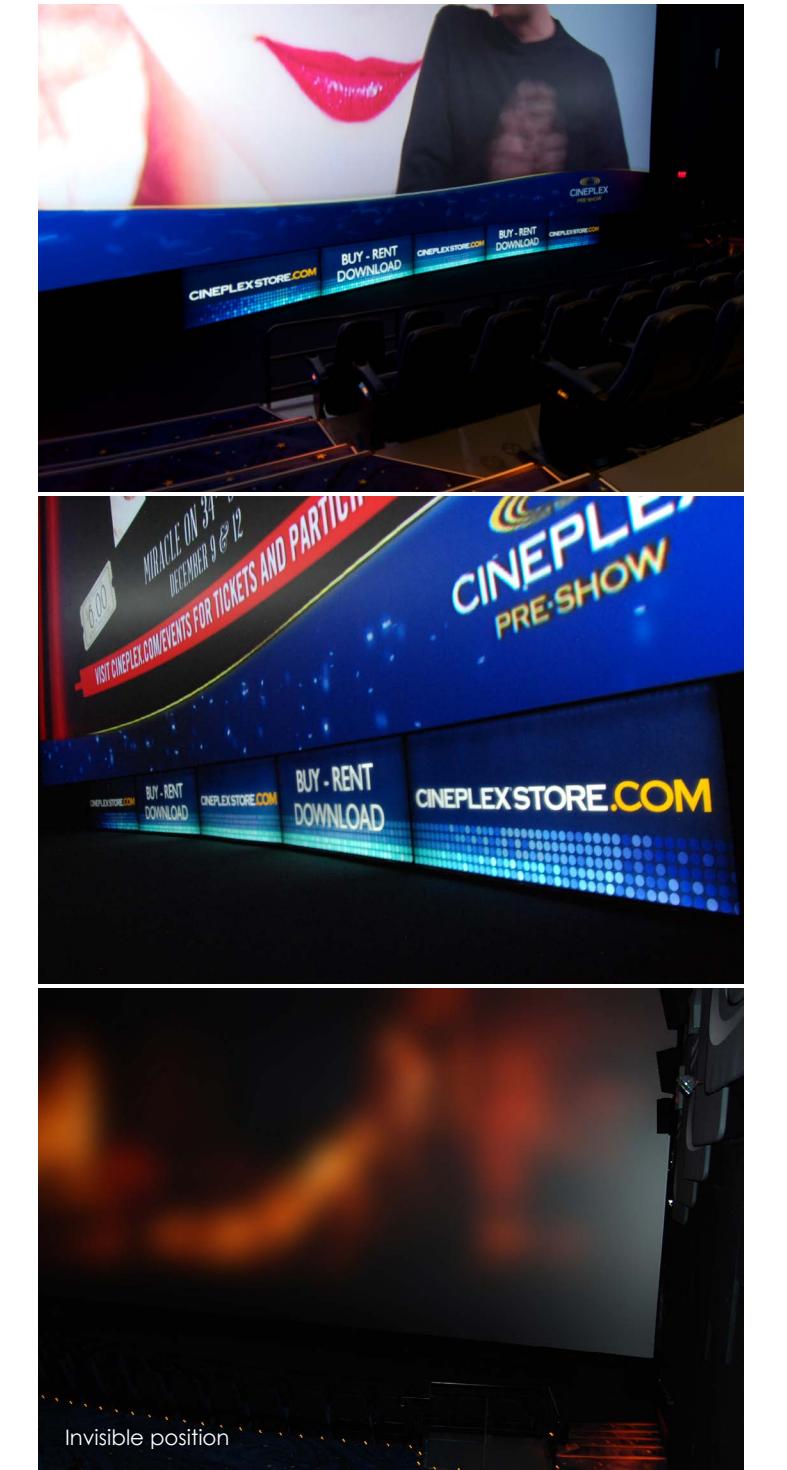
Before and after the feature presentations, energy-efficient ultra-bright LED lights illuminate the image, and create an eye-catching presentation to complement the on-screen pre-show and the cinema environment. When the movie starts, the LED lights dim, and the unique patented construction allows images to completely disappear and retreat from audience's line of sight.

Invisible position



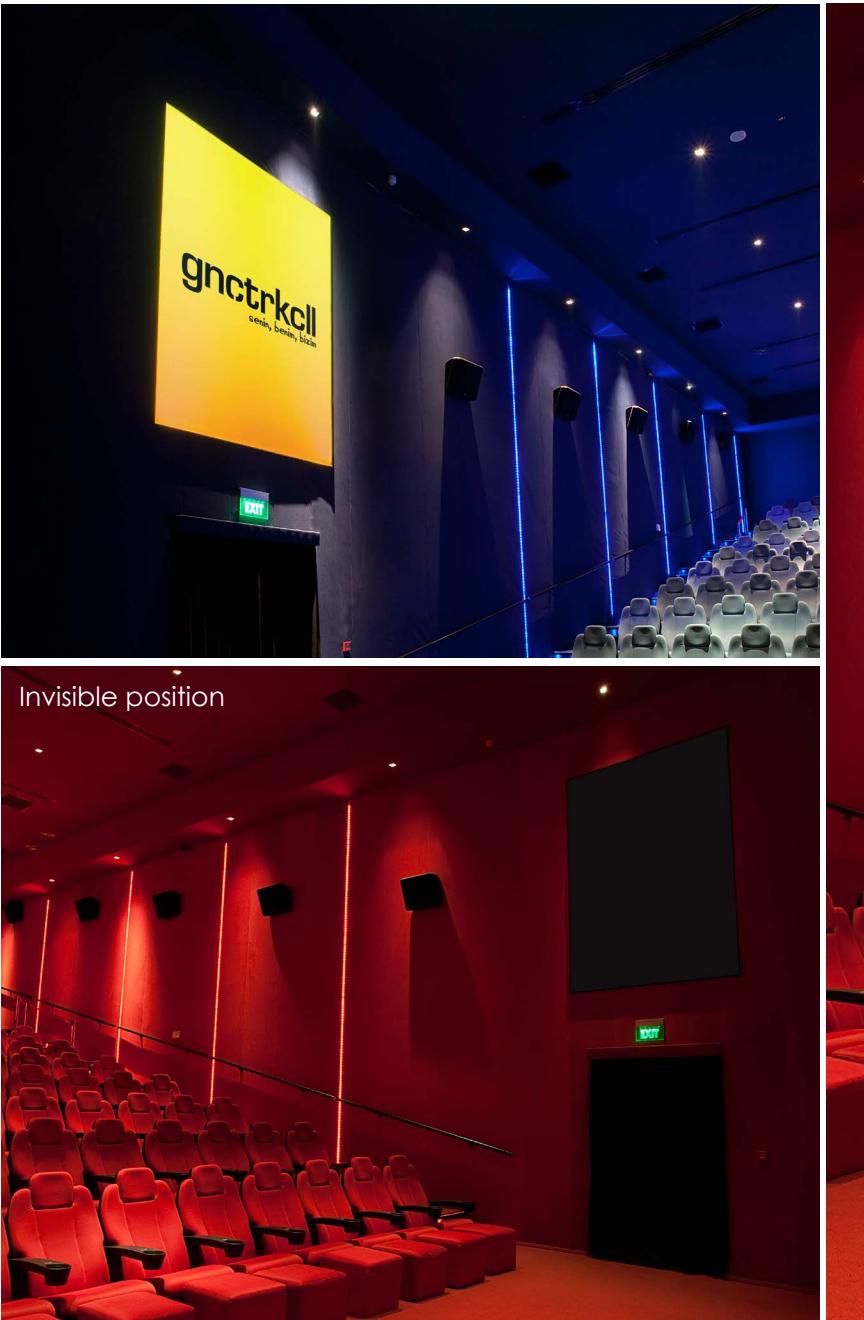
in-VISIBLE™
Visible position — Under-screen branding application

5 Standard size units 2.7 m wide x 1 m high (Nominal 9' x 3'3")



Automation

in-VISIBLE™ is connected to the cinemas' automation system. It doesn't require any additional manual control. It works same as the other dimmable LED lights inside an auditorium. Manual control option is available if requested.

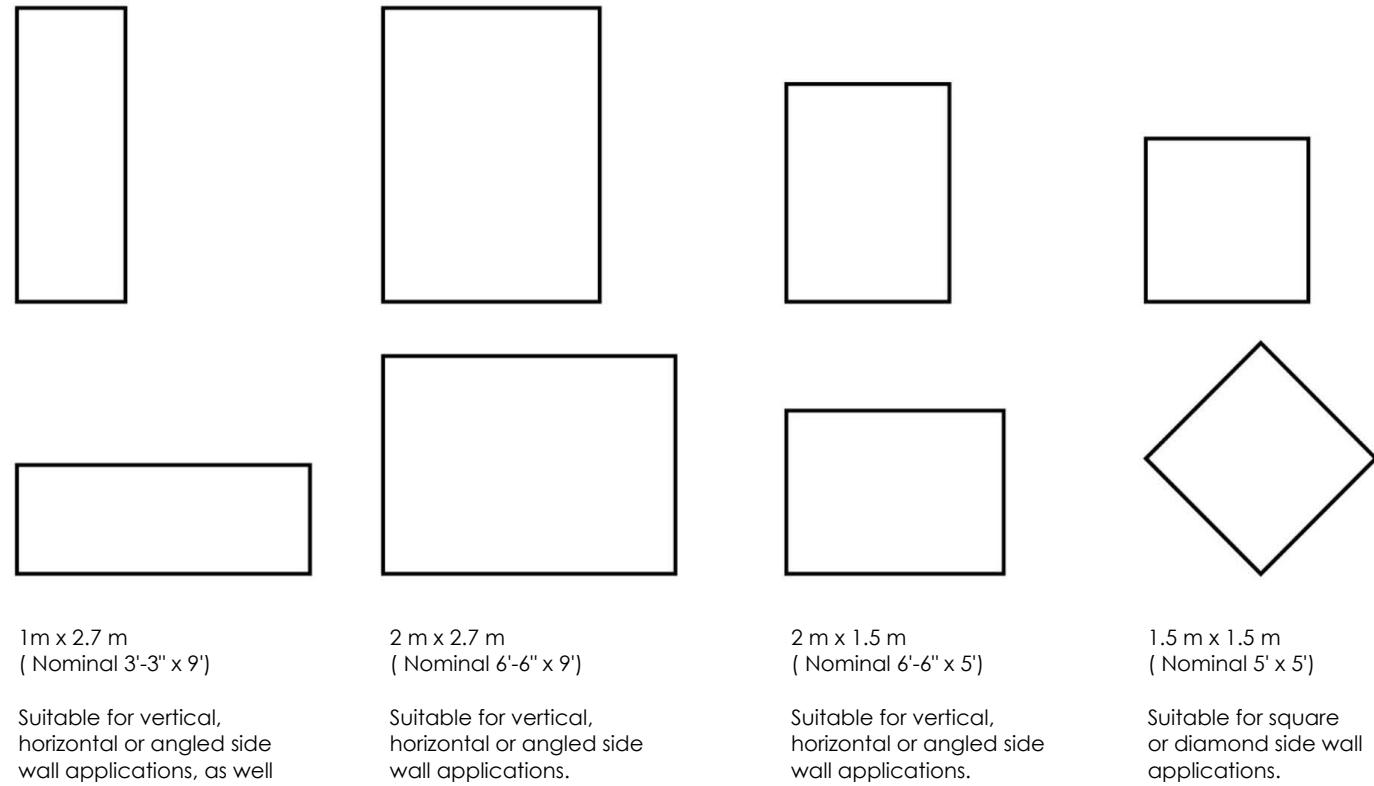


in-VISIBLE™
Vertical side wall sponsorship application
Standard size 2 m wide x 2.7 m high (Nominal 6'-6" x 9')



Sizes & Applications

in-VISIBLE™ can be mounted directly to walls, floors or can be provided as a free-standing display unit. in-VISIBLE™ comes in four standard sizes, available in vertical, horizontal or custom layouts. Custom sizes and applications are available upon review and approval.



1m x 2.7 m
(Nominal 3'-3" x 9')

Suitable for vertical,
horizontal or angled side
wall applications, as well
as around or under screen
applications.

2 m x 2.7 m
(Nominal 6'-6" x 9')

Suitable for vertical,
horizontal or angled side
wall applications.

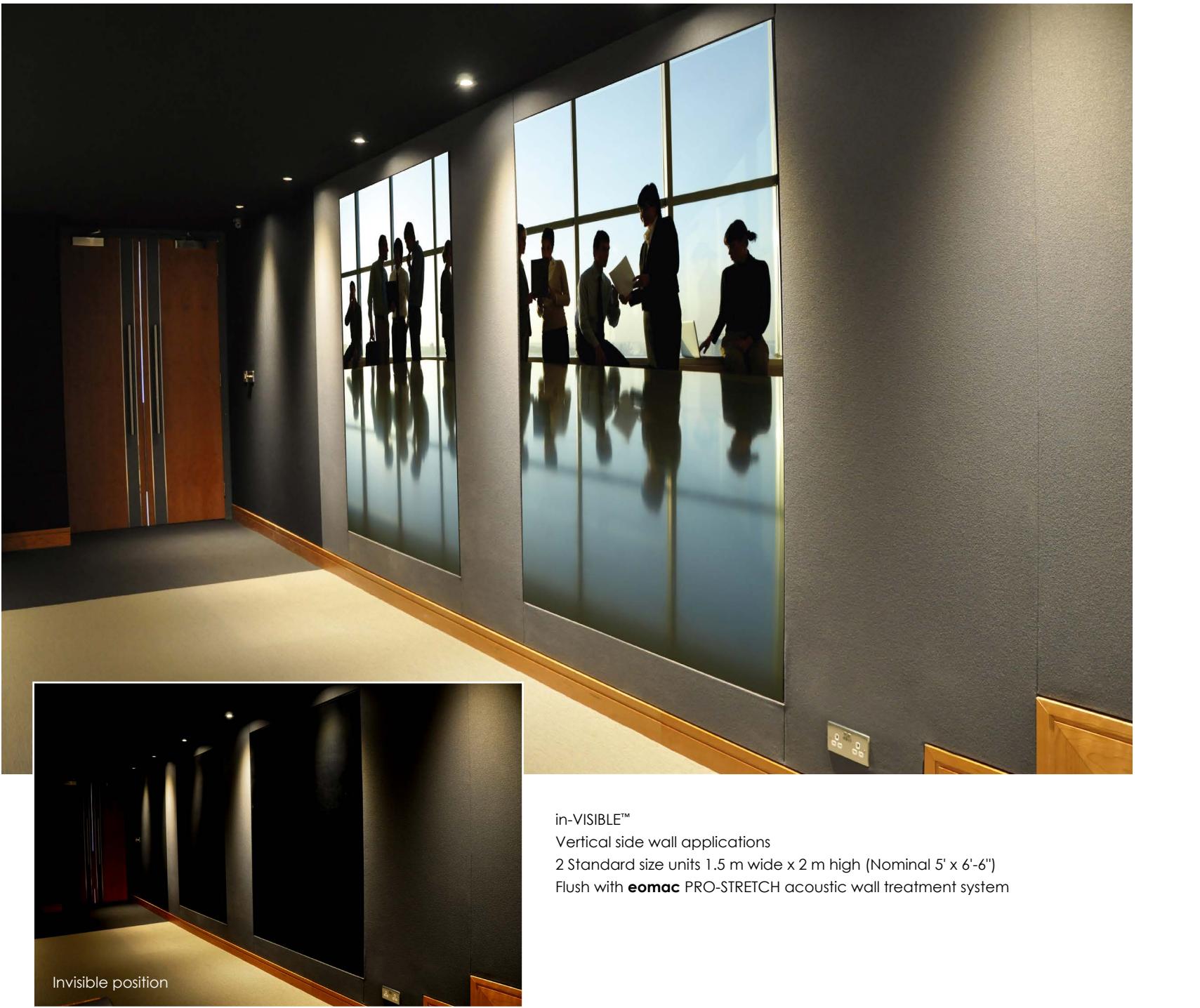
2 m x 1.5 m
(Nominal 6'-6" x 5')

Suitable for vertical,
horizontal or angled side
wall applications.

1.5 m x 1.5 m
(Nominal 5' x 5')

Suitable for square
or diamond side wall
applications.

The depth of the system is 75 mm (nominal 3") for all sizes.

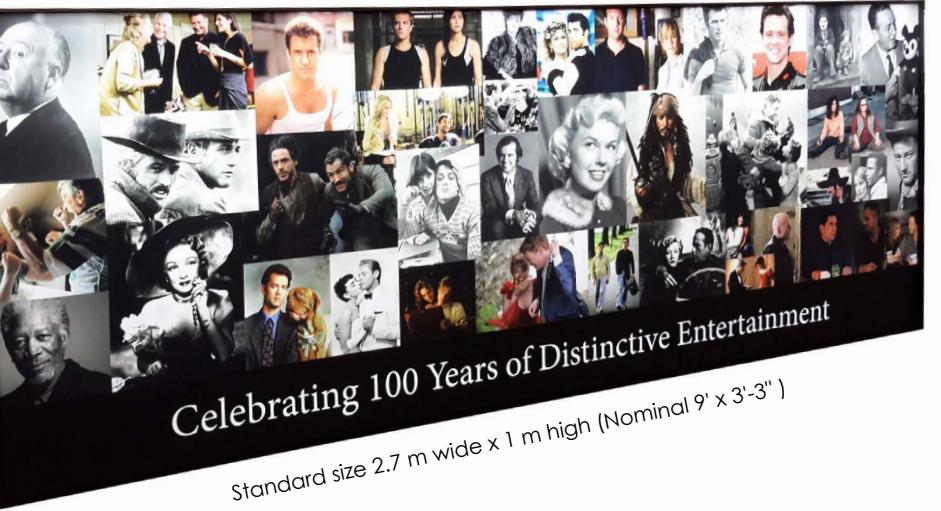


in-VISIBLE™

Vertical side wall applications

2 Standard size units 1.5 m wide x 2 m high (Nominal 5' x 6'-6")

Flush with **eomac** PRO-STRETCH acoustic wall treatment system



What it is,
and what it isn't

in-VISIBLE™ is not a screen, not an LCD monitor, not a vinyl or paper signage, not a traditional lightbox or a poster-case. in-VISIBLE™ is a single self-contained display unit, made of acoustically transparent non-reflective digitally printed fabric layers, and state-of-the art dimmable LED lights, contained within a uniquely designed patented aluminium frame — No unwanted visual distraction (e.g. glare, reflection), and no acoustic compromise, in both the visible and invisible positions.



in-VISIBLE™

Custom size horizontal branding applications
Mirroring effect on opposing side walls
Flush with **eomac** PRO-STRETCH acoustic wall treatment system





in-VISIBLE™

Custom size horizontal branding applications
Mirroring effect on opposing side walls





in-VISIBLE™

Visible position — Side wall sponsorship application

Standard size 2.7 m wide x 1 m high (Nominal 9' x 3'3")

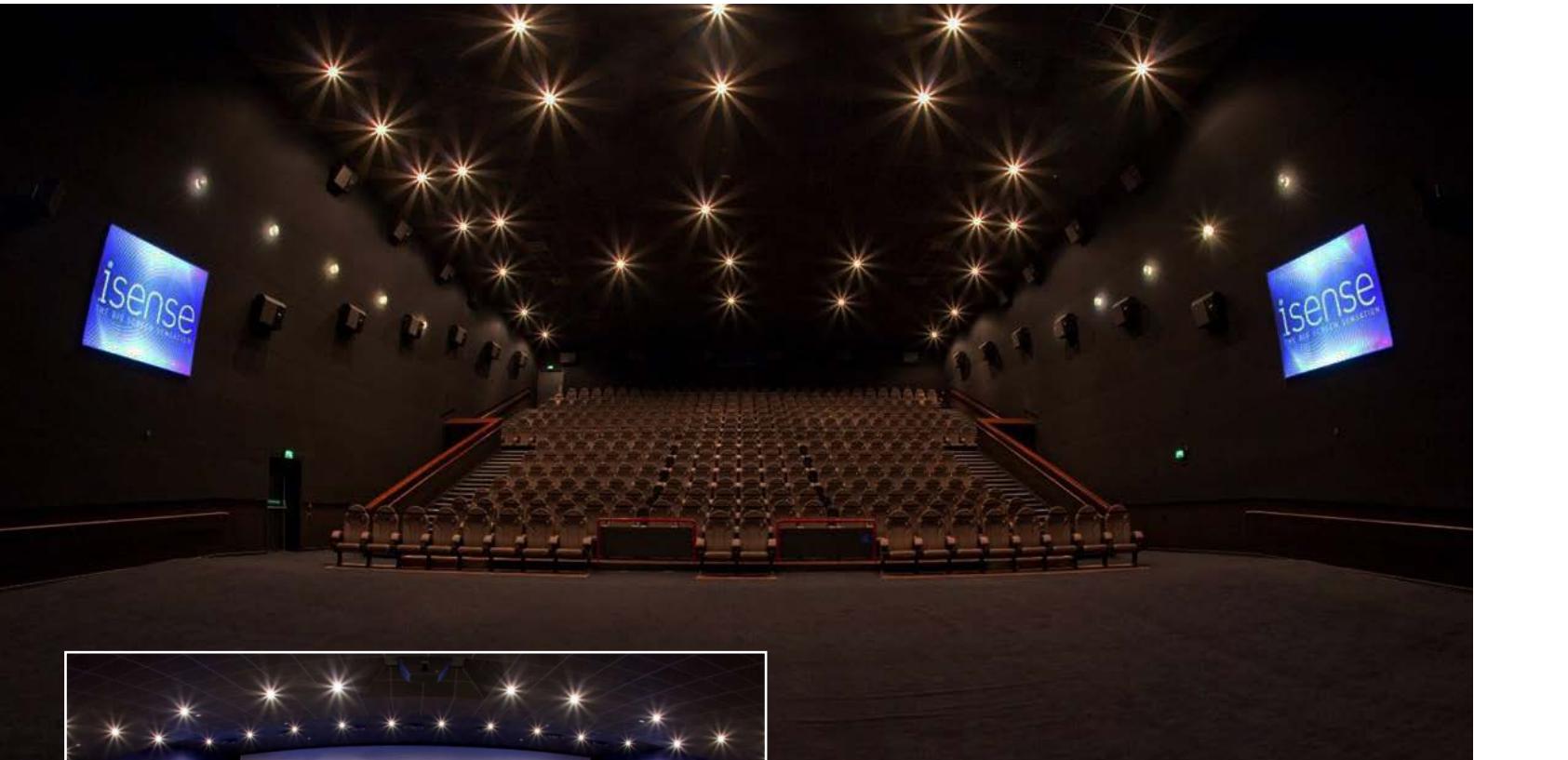


in-VISIBLE™

Custom size rear wall & under screen branding applications

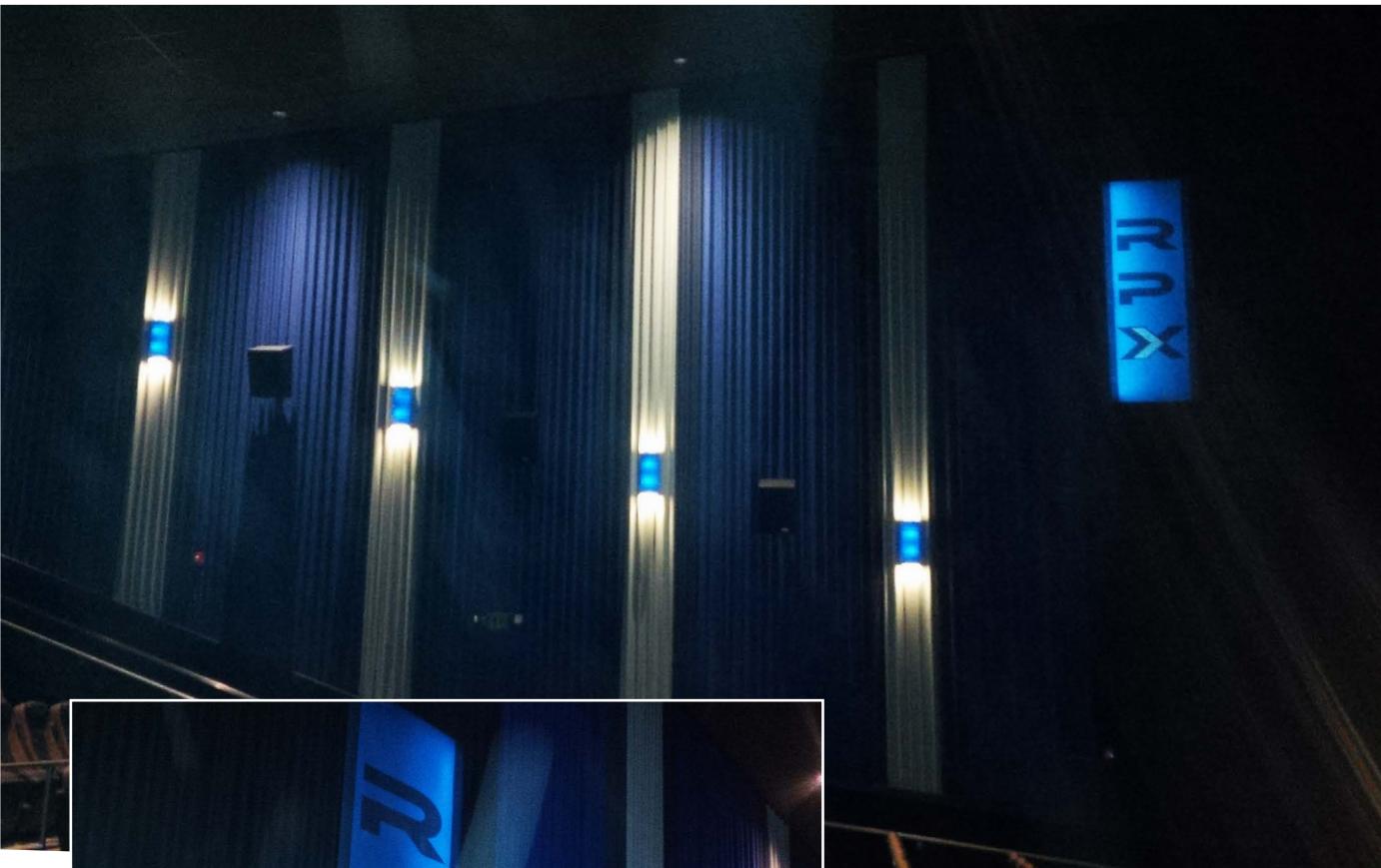
Graphic Replacement

Specifically engineered for the ever-changing entertainment and media world, in-VISIBLE™ provides full control over display content. The creative frame design allows for graphic replacement within minutes. No tools or expert installers are required - in most cases your cinema staff can do it. The lead time to produce new graphics is as quick as 5 business days from the approved artwork. Art and design services are available from **eomac** as required.



in-VISIBLE™

Standard size 2.7 m wide x 2 m high (Nominal 9' x 6'-6")
Horizontal branding applications
Mirroring effect on opposing side walls



in-VISIBLE™

Standard size 1 m wide x 2.7 m high (Nominal 3'-3" x 9')
Vertical branding applications, incorporated into
the existing acoustic wall treatments



in-VISIBLE™ is designed to ship and install easily and effectively across the world. Durable and lightweight system components are shipped disassembled. Assembly and installation are completed on-site. Contact **eomac** for more information.

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