

Sony Further Commits to IMAX Enhanced

Written by Marco Attard
05. 05. 2020

IMAX and Sony Pictures announce a "significant" expansion of IMAX Enhanced content, with Sony committing to release "hundreds" of new titles in the format over the next 2 years, including all upcoming Sony and IMAX theatrical releases.



The deal brings "at least" 100 IMAX Enhanced titles over the next 12 months, with many more to follow in the coming years. IMAX Enhanced titles are currently available on four streaming platforms in 14 countries worldwide and across 17 leading certified consumer electronics makers. The format uses proprietary digital remastering technology to deliver 4K HDR images with more vibrant colours.

Select IMAX Enhanced content features the signature aspect ratio, while a partnership between IMAX and DTS brings more immersive and powerful sound. To ensure fully optimised playback, the two companies are also designing an IMAX Mode calibrated to deliver what they claim is the best viewing and listening experience in the home.

"Today's announcement represents the latest milestone for IMAX Enhanced as Sony Pictures Entertainment, IMAX and DTS continue to work hand in hand to redefine high-quality at-home entertainment," IMAX adds. "SPE's storied library provides our fans access to an unprecedented, ever-expanding roster of movie favorites across multiple genres. We look forward to continuing to drive momentum on all fronts by working tirelessly with our leading consumer electronics and streaming partners on delivering breakthrough technology and content experiences for consumers around the world."

Sony Further Commits to IMAX Enhanced

Written by Marco Attard
05. 05. 2020

The releases will be available across Europe, as well as N. America and Asia Pacific regions.

Go [Sony Pictures Entertainment Expands Commitment to IMAX Enhanced with Hundreds of New Titles](#)