

INTERMISSION

Millennium is a South African company that currently has two IMAX theatres operating in South Africa and another three under construction. Millennium built its first IMAX theatre in partnership with BMW South Africa at the waterfront in Cape Town. The theatre opened to the public in December 1994 and has since attracted over 2.5 million visitors.



The Charleston IMAX Theatre



The South Carolina Aquarium

In the U.S., Millennium is primarily interested in opening IMAX theatres at destination sites adjacent to major institutional attractions such as aquariums, museums, science centres and zoos. They believe there is a strong case to be made for commercially-owned and operated theatres working in partnership with an institutionally operated educational attraction. By working in close partnership, both Millennium and the institution are able to leverage the drawing power of the combined attractions.

On June 29, 2000, Millennium opened their first IMAX theatre in the U.S. in Charleston, South Carolina. The Charleston IMAX Theatre is located next to the new South Carolina Aquarium on the Cooper River within minutes of historic downtown Charleston. The IMAX 2D/3D theatre is the first 3D system in South and North Carolina. In October, Millennium will open a 6500 sq.ft. (603 sq.m.) function room adjacent to the theatre's exit level that will be able to accommodate more than 350 people. This room will allow the theatre to target corporate and group markets, and will also be used for school group activities.

The South Carolina Aquarium, a non-profit educational organization, opened its doors on May 19, 2000. The facility is 93,000 sq.ft. (8640 sq.m) and has a regional theme intended to emphasize the biodiversity of the south eastern U.S. The Aquarium was developed as a project of the City of Charleston but its construction was supported by city, county, state and federal funds for a cost of \$47 million. A non-profit

Board raised an additional \$22 million to complete the project's funding requirements.

According to Dr. Chris Andrews, Executive Director at the Aquarium, "The Aquarium and Millennium are two completely separate organizations but have shared goals and many opportunities for collaboration, now and in the future. We are lucky to have a mutually beneficial partnership that I am confident will develop in the coming years."

Tony Kirton, President of Millennium adds, "We have an excellent relationship with the Aquarium. We have agreed to install the same ticketing system and plan to implement joint ticketing in the fall. We also plan to jointly sell to groups and our education staff will liaise closely with them to provide schools with combined outings. In all of our advertising and promotion we include the Aquarium, and the Aquarium includes feature pages on the IMAX theatre in their membership magazine, in addition to displaying show times for the theatre at the Aquarium's exit."

Glasgow Science Centre

The Glasgow Science Centre is located on the banks of the Clyde river and consists of three buildings on the same site including the Science Mall, the IMAX Theatre and the Glasgow Tower. The IMAX Theatre will open in October 2000, in advance of the rest of the project which is due to be completed by Spring 2001.

The Centre's Science Mall will provide visitors the opportunity to explore, invent, create and most of all to have fun. The Glasgow Tower, rising nearly 440 feet (130 metres), will be a spectacular new landmark and the tallest freestanding structure in Scotland. It will be the only ground-up 360 degree rotating tower in the world.

The IMAX Theatre will have 3D capability and 370 seats. The theatre will open with the films *Dolphins* and *Blue Planet*. Prior to the official opening, residents of Glasgow will have the opportunity to have a behind-the-scenes tour of the Theatre. The Centre has done a tremendous job in marketing their IMAX Theatre and started their campaign in the very early stages of the project. They began making presentations to the public, tourist associations, etc. as early as February of this year. Many of their marketing materials have been created including a group sales brochure, and much of their media coverage has been pre-arranged with many of the major newspapers. There will be exterior signage close to the building along with directional signage on major access routes near the theatre, in addition to posting banners on about 100 lamp posts around the theatre. An extensive school program has also been prepared

