



SASKATCHEWAN
SCIENCE CENTRE

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Kramer IMAX Opens To The Public After GIANT Changes

(July 14th, 2023) – Regina, SK – The Kramer IMAX Theatre at the Saskatchewan Science Centre and its 5-story tall movie screen officially re-opens to the public today after being closed for extensive renovations and updates since March 6, 2023.

The IMAX lobby, washrooms, and concession have been completely revamped. Featuring a futuristic space station theme, the new layout was designed to enhance the customer experience. “We’ve doubled down on improving the customer experience,” says Ryan Holota, Chief Operating Officer of the Saskatchewan Science Centre. “We’ve doubled the number of popcorn machines, doubled the point-of-sale locations, and doubled the number of drink towers, all to speed up and improve flow for our visitors. We’ve also introduced larger seats in the auditorium and reserved seating for feature-length movies so that people don’t have to wait in long lines for their shows anymore.”

Other enhancements include the addition of a dual laser IMAX projector. “The IMAX GT laser system preserves our ability to show IMAX movies in the 1.43:1 aspect ratio that our visitors have come to love since we opened in 1991. In addition to the bright and crystal-clear image, the new technology also improves the 3D experience,” says Holota, “and it introduces IMAX 12 channel sound to the province with an additional 6 speakers in the auditorium for an incredibly immersive soundscape.”

Diehard fans of IMAX film shouldn’t worry – the theatre has also maintained one of the IMAX 15/70mm film projectors so that they can continue to show content in that format when available.

That IMAX film projector will be put to the test beginning on July 20th with the opening of Christopher Nolan’s latest film, ***Oppenheimer***. The Kramer IMAX is one of a limited number of theatres in the world showing the movie on IMAX 70mm film. People from across Canada, the United States, and even Finland have booked tickets to see it at the Kramer IMAX because of this format.

A new documentary movie is also gracing the screen. ***Wings Over Water 3D*** is the first movie to be shown on the new laser projection system. This movie follows the migratory journey of three bird species that make remarkable, and often harrowing, flights to the wetlands of North America’s prairies to breed and raise their young. Known as the Prairie Pothole Region, this iconic landscape spans southern Alberta, Saskatchewan, and Manitoba, extending into North Dakota, South Dakota, Iowa, Minnesota, and Montana.

“This film perfectly captures the story of the prairie wetlands that we call home and brings awareness to the amazing strength and resilience of the land and the determination of the birds to make these incredible journeys,” says Sandy Baumgartner, CEO of the Science Centre. “***Wings Over Water 3D*** is another example of how uniquely positioned the Saskatchewan Science Centre is to deliver immersive learning experiences to people of all ages in the province, and how the stories in these incredible

educational movies can help us reflect and focus on the innovative science and technology that is happening in Saskatchewan.”

Many of the construction upgrades to the Kramer IMAX Theatre were funded through a grant, but the purchase of the IMAX with laser system was left to the Saskatchewan Science Centre to finance. “We received a generous donation from an anonymous donor,” says Tenielle Bogdan, Director of Development and Stewardship, “but we still have a significant amount of money to raise. To that end, we’ve introduced the Adopt-A-Laser campaign, where your \$250 donation not only helps recoup some of that cost, but also provides donors with a commemorative laser of their very own as well as recognition on our new donor wall.”

“The theatre has been open for some test screenings and staff training over the past couple of weeks,” says Baumgartner, “but we’ve now completed the construction, final tests, and training, and we are ready to welcome visitors back to the IMAX.”

More details and ticketing information can be found online at www.sasksciencecentre.com.

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About the Saskatchewan Science Centre

The Saskatchewan Science Centre is a non-profit, non-governmental educational facility with the mission of igniting scientific curiosity and innovation in Saskatchewan communities through interactive, dynamic and engaging opportunities. The Science Centre is one of Saskatchewan’s largest family tourist attractions with more than 6 million visitors since its opening in 1989.