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IMAX: LARGER THAN LIFE. Word count: 2234. I. INTRODUCTION. IMAX Corporation is an entertainment technology company specializing in technologies of motion-picture and presentations of large-format motion-picture (Corporate Information| IMAX, 2017).

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IMAX: Larger Than Life Case Solution. IMAX involved in several aspects of large-format film business: production, distribution, theater of operations, system development and leasing. The case illustrates the use of IMAX, its unique capabilities to carry out a focused strategy of differentiation.

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IMAX: Larger Than Life Case Solution, Production, distribution, theater operations, system development and leasing IMAX was involved in various aspects of large format film business. The case s Home

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imax larger than life case solution IMAX enjoys the availability of external resource as it has listed itself in NASDAQ exchange. The listing in the NASDAQ exchange has given the company an opportunity of enjoying outsourced capital while enjoying a limited liability due to the incorporated statues of the company.

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IMAX: LARGER THAN LIFE CASE ANALYSIS 2015 2 INDIVIDUAL WRITTEN CRITIQUE IMAX's roots trace back to 1967, when four Canadians created a system for projecting movies onto a giant curved screen that seemingly immerses viewers.

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Distribution and Ownership rights of IMAX produced films in theatres. The products and services offered by IMAX are highly different than others due to its state-of-art technologies used in producing large film format that provides bigger screens and a better 3D experience.

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IMAX: Larger than Life 23,713 views. Share; Like; Download ... Jake Johnson. Follow Published on Apr 26 ... Today the IMAX brand is more associated with 3D technology and large screen film.1
1The claim mentioned in the case that the brand's trustworthiness is tied to institutional settings (educational entertainment) was done in 2000.<br

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