

ANOTHER WINNER FROM PANASONIC.

TO411 Directory | Trailers | Forums

Class: Search

- HOME
- INDUSTRY
- MOVIES
- DVDS
- EDITORIALS
- TECHNOLOGY
- ARCHIVE

Superman Returns: An IMAX 3D Experience Grosses \$30 Million

NEW YORK, Sept. 27 /PRNewswire-FirstCall/ - IMAX Corporation and Warner Bros. Pictures today announced that Bryan Singer's Superman Returns, which has grossed more than \$388 million worldwide to date, continues to show strong legs in IMAX theatres through its 13th week. The IMAX 3D release, which has set multiple IMAX box office records, has now earned \$22.7 million on 92 IMAX screens domestically and more than \$7.5 million on 36 IMAX screens internationally. The IMAX release has now earned a worldwide total of \$30 million with an impressive per screen average of \$229,000.

"We are very pleased with the longevity of the film's performance in IMAX theatres," said Dan Fellman, President of Domestic Distribution at Warner Bros. Pictures. "The immersive IMAX Experience has helped this terrific film continue to draw crowds thirteen weeks into its run."

"Superman Returns has been a huge hit in IMAX theatres throughout the entire summer," said Greg Foster, Chairman and President of IMAX Filmed Entertainment. "The strong legs provide a clear indication that audiences want to experience Hollywood event movies in the most powerful and unique way. We are encouraged by the ongoing positive reactions to the world's first live-action Hollywood feature with scenes converted into IMAX 3D."

IMAX theatres from New York to San Francisco are reporting strong results and high occupancy, with New York City's IMAX at AMC Loews Lincoln Square 12 and IMAX at AMC Loews Metreon 15 in San Francisco topping the North American list. The film is also performing very well in key international territories, with several IMAX theatres reporting record performances.

"Superman Returns: An IMAX 3D Experience is continuing to generate significant box office receipts throughout our international territories, demonstrating the universal staying power and appeal of The IMAX Experience®," said Veronika Kwan-Rubinek, President of International Distribution, Warner Bros. Pictures. "We look forward to delivering more IMAX and IMAX 3D features to the IMAX theatre network as the global appetite for this type of release continues to grow."

Examples of recent international successes include:

The London BFI IMAX Theatre reported grosses of more than \$1.2 million with Superman Returns: An IMAX 3D Experience. The theatre has been more than 85% full through the entire ten weeks of the film's run.

Manila's recently opened San Miguel Coca-Cola IMAX theatre reported estimated grosses to be \$500,000, with a ticket price of approximately \$5.50 which is still a 100% premium over 35mm tickets in the market.

The three commercially operated IMAX screens in India have reported combined grosses of over \$600,000 with an average ticket price of under \$4, also a significant premium for the market.

Catalog terms: [IMAX Superman](#)

Fusce sed massa sed enim scelerisque lobortis. Vestibulum volutpat placerat diam. Fusce vel augue eu felis posuere cursus. Morbi nisi. Integer in purus. Aliquam id mi. Pellentesque eu turpis ac dui iaculis mattis. Vivamus convallis. Morbi libero massa, ornare nec, dapibus at, dictum non, felis. Nam erat mi, viverra consequat, dapibus vitae, facilisis in, eros.



> Advertisement <

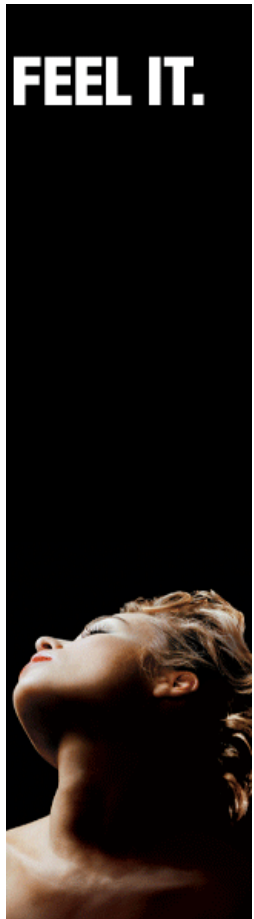


Toronto - August 23
Vancouver - August 30
Montréal - August 31

[Click for details](#)



> Advertisements <




Copyright 2006 Mediasaurus, Inc. | [Contact Us](#) | [Revise article](#)