

Canadian
Participation
EXPO '92
Seville, Spain

December, 1991

Participation
canadienne
EXPO '92
Séville, Espagne

**THE NATIONAL FILM BOARD OF CANADA IS PRODUCING
"MOMENTUM" - THE FIRST IMAX®HD FILM - FOR
THE CANADA PAVILION AT EXPO'92**

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The National Film Board of Canada (NFB), long a world leader in the development of film technology, is producing an innovative 15-minute IMAX® film for the Canada Pavilion at Expo'92, the Universal Exposition to be held in Seville, Spain, from April 20 to October 12, 1992.

The theme chosen for the Canada Pavilion, *Explore Canada, Explore a New World*, highlights Canada's vastness and beauty, its contemporary innovations in science and technology, and its uniqueness as a multicultural society.

Inspired by this theme, *Momentum* will be the first large-format film shot and projected at 48 frames per second (twice that normally used for films). IMAX®HD produces a strikingly rich, clear and high definition image, further enhanced by the scale of the IMAX screen - 19 metres high by 26 metres wide. The NFB has developed new production and post-production techniques and systems to accommodate this new process, working in co-operation with Imax Corporation in a truly Canadian effort.

Momentum is being made under the supervision of NFB film makers Colin Low and Tony Ianzelo. They are working closely with Ernie McNabb, the Director of Photography, and with the team behind *Transitions*, the acclaimed IMAX®3D film produced by the NFB for Expo'86 in Vancouver. The film is produced by Mark Zannis; the executive producer is Colin Neale.

Imax Corporation, the private Canadian company which invented and has developed giant-screen IMAX® motion picture systems, has made higher frame rates for film a research and development focus for many years. The presentation of the film at Expo'92 will be the world premiere of this revolutionary film technique, and will demonstrate to the world Canada's position on the leading edge of film technology.

Fred Klinkhammer, President and Chief Executive Officer of Imax Corporation, applauds the NFB and the Canadian government for encouraging the move to 48 fps. As well, he says that the advance will be exciting for audiences and will interest current customers at the nearly 80 permanent theatres operating in 15 countries. Imax Corporation anticipates that many films will continue to be produced at 24 fps, but certain films, requiring greater realism, will be made in 48 fps.

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