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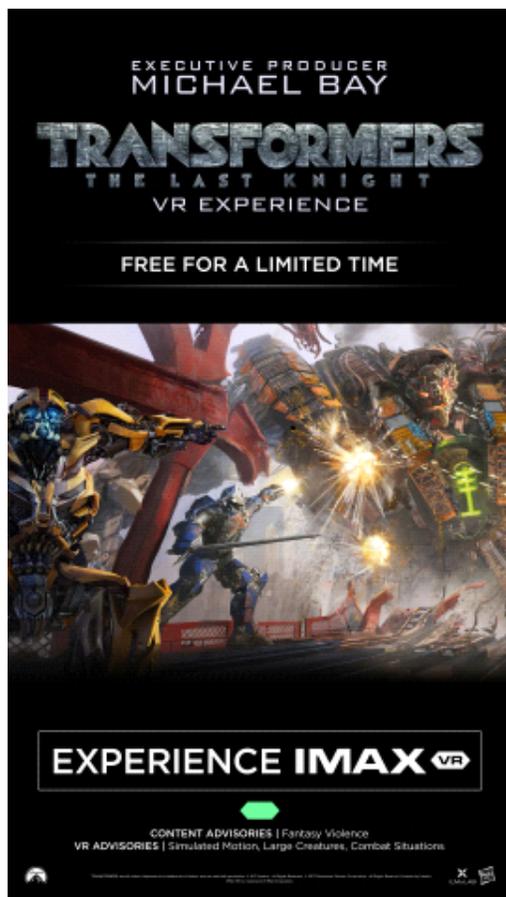
"Transformers: The Last Knight" Director Michael Bay Creates Special Virtual Reality Experience for Fans with ILMxLAB Team

Renowned director makes first foray into virtual reality platform, offering battling robot game free to fans through IMAX partnership at select AMC Theatres® locations in NYC and Los Angeles

LOS ANGELES--(BUSINESS WIRE)-- Fans of the Transformers movie franchise will finally know what it's like to battle a Decepticon up close and personal, as film director Michael Bay takes VR to the next level with "Transformers: The Last Knight" VR Experience, Friday, June 30 for a limited time, free of charge, only in the IMAX VR centres at AMC Kips Bay 15 in New York City and across from The Grove in Los Angeles and in select AMC Theatres lobbies.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20170629006045/en/>



"I wanted to do something special for fans, to let them feel what it's like to be in the middle of intense Transformers action," commented Mr. Bay. "ILMxLAB was a great partner in delivering this experience, and pushing the envelope of what VR can do."

The five-minute virtual reality game was produced by Mr. Bay in collaboration with the team from San Francisco-based ILMxLAB, in cooperation with Paramount Pictures, and provides the HTC Headset single-player experience of actually joining the hero Autobots and facing off against the Decepticons in a fast-paced shooter game. The result is a VR showdown putting fans right into the intense action of the Transformers movie franchise.

"We are thrilled to deliver 'Transformers: The Last Knight' VR Experience to AMC guests in New York and Southern California," said Elizabeth Frank, Executive Vice President, Worldwide Programming & Chief Content Officer, AMC Theatres. "The VR experience produced by Michael Bay is a wonderful way for our guests to immerse themselves in the Transformers world, and it is a perfect complement to our IMAX VR at AMC Kips Bay 15 VR Centre."

"Transformers: The Last Knight" VR Experience will be available beginning Friday, June 30, free of charge, ONLY at the IMAX VR Centre across from The Grove in Los Angeles and at the IMAX VR Centre at AMC Kips Bay 15 in New York City, as well as AMC Theatres locations in New York City at the AMC 34th Street and AMC Lincoln Square 13 and at the AMC Orange 30 in Southern California. This is a limited run, only available in these theaters and these two existing IMAX VR centres.

"We've been longtime partners with Paramount and Michael Bay on the Transformers franchise, and look forward to delivering this exciting new experience in IMAX VR," said Greg Foster, CEO of IMAX Entertainment and Senior Executive Vice President, IMAX Corp.

"Transformers: The Last Knight Virtual Reality Game" (Graphic: Business Wire)

The "Transformers: The Last Knight" VR Experience is a single-player, fast-paced VR shooter game that teams you with Optimus Prime, Bumblebee and Hound to recover a powerful weapon from the Decepticons. The player must work to protect and securely transport the weapon in order to prevent the destruction of a nearby metropolis. The experience opens with you in immediate peril, pressured by Decepticons attempting to steal back the weapon. Battling and racing through the countryside and then the outskirts of town, you are ultimately pinned down for a final climactic showdown.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a major global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ: VIAB, VIA), home to premier global media brands that create compelling television programs, motion pictures, short-form content, apps, games, consumer products, social media experiences, and other entertainment content for audiences in more than 180 countries.

About IMAX Corporation

IMAX, an innovator in entertainment technology, combines proprietary software, architecture and equipment to create experiences that take you beyond the edge of your seat to a world you've never imagined. Top filmmakers and studios are utilizing IMAX theatres to connect with audiences in extraordinary ways, and, as such, IMAX's network is among the most important and successful theatrical distribution platforms for major event films around the globe.

IMAX is headquartered in New York, Toronto and Los Angeles, with offices in London, Dublin, Tokyo, Shanghai and Beijing. As of March 31, 2017, there were 1,226 IMAX theatres (1,121 commercial multiplexes, 14 commercial destinations and 91 institutions) in 75 countries. On Oct. 8, 2015, shares of IMAX China, a subsidiary of IMAX Corp., began trading on the Hong Kong Stock Exchange under the stock code "HK.1970."

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About AMC Entertainment Inc.

AMC is the largest movie exhibition company in the U.S., in Europe and throughout the world with approximately 1,000 theatres and 11,000 screens across the globe. AMC has propelled innovation in the exhibition industry by: deploying more plush power-recliner seats; delivering enhanced food and beverage choices; generating greater guest engagement through its loyalty program, web site and smart phone apps; offering premium large format experiences and playing a wide variety of content including the latest Hollywood releases and independent programming. AMC operates among the most productive theatres in the United States' top markets, having the #1 or #2 market share positions in 22 of the 25 largest metropolitan areas of the United States, including the top three markets (NY, LA, Chicago). Through its Odeon subsidiary AMC operates in 14 European countries and is the # 1 theatre chain in Estonia, Finland, Italy, Latvia, Lithuania, Spain, Sweden and UK & Ireland. amctheatres.com

About ILMxLAB

The pioneering spirit that inspired storytellers and technical artists to improvise, innovate, and imagine a galaxy far, far away is built into the DNA of ILMxLAB, the new laboratory for immersive entertainment. Building on groundbreaking R&D work in real-time graphics and virtual production, the combined talents of Lucasfilm, Industrial Light & Magic, and Skywalker Sound are reinventing the way stories are told and experienced, connecting artists with their audiences like never before.

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