

***AVATAR Special Edition: An IMAX 3D Experience Comes to  
The Henry Ford IMAX® Theatre on October 26***

*Film will run in conjunction with AVATAR: The Exhibition inside Henry Ford Museum*

**(Dearborn, Mich., October XX, 2013)** – Get the ultimate *AVATAR* experience at The Henry Ford with the opening of *AVATAR: The Exhibition* inside Henry Ford Museum and *James Cameron’s AVATAR Special Edition: An IMAX 3D Experience* playing inside The Henry Ford IMAX Theatre. Fans of the movie can see the movie for the first time on Michigan’s largest screen starting October 26 through January 26, 2014.

Guests can revisit the world of Pandora through the IMAX’s projector using 15-perforation/70mm IMAX 3D film being displayed at 16-18k resolution per film frame on Michigan’s largest screen. The film will also take advantage of the IMAX’s six multi-speaker sound system that will project the environmental sounds of Pandora from behind the massive theatre screen.

Before or after the movie, get an exclusive look behind the scenes inside *AVATAR: The Exhibition* at Henry Ford Museum. The exhibit includes elaborate displays of artifacts and props and the original, hand-made models of the Na’vi characters and their wardrobes. Visitors can step into Cameron’s role as director and experience the process of creating a film like *AVATAR* through a series of interactive installations that demonstrate the groundbreaking usage of motion capture, virtual and 3-D technologies in film. The creation of Pandora will also be explored, revealing the science behind the universe, the creatures, the plants and origins of the Na’vi culture.

Tickets for *AVATAR Special Edition: An IMAX 3D Experience* can be purchased at <http://www.thehenryford.org/imax/tickets.aspx>. Admission to the exhibition is free for members. Nonmember tickets are \$17 adults, \$15 seniors (62 and up), \$12.50 youth (5-12) and free for children ages 4 and under. For more information, call (313) 982-6001 or visit [www.thehenryford.org](http://www.thehenryford.org)

**About The Henry Ford**

The Henry Ford in Dearborn, Michigan is an internationally-recognized cultural destination that brings the past forward by immersing visitors in the stories of ingenuity, resourcefulness and innovation that helped shape America. A national historic landmark with an unparalleled collection of artifacts from 300 years of American history, The Henry Ford is a force for sparking curiosity and inspiring tomorrow’s innovators. Nearly two million visitors annually experience its five attractions: Henry Ford Museum, Greenfield Village, The Ford Rouge Factory Tour, The Benson Ford Research Center and The Henry Ford IMAX Theatre. A continually expanding array of content available online provides anytime, anywhere access. The Henry Ford is also home to Henry Ford Academy, a public charter high school which educates 485 students a year on the institution’s campus. For more information please visit our website [thehenryford.org](http://thehenryford.org).

###