



June 16, 2015

DELIVERED BY EMAIL

@ press@arstechnica.com

Sam.machkovech@arstechnica.com

Ars Technica

Dear Sirs:

An online article entitled “SteamVR: The room-scale VR world that feels like an ‘IMAX in your house’” (see link below) written by Sam Machkovech which appeared in your online publication on June 12, 2015, has been brought to our attention and purports to make an inaccurate reference to “IMAX”.

<http://arstechnica.com/gaming/2015/06/steamvr-the-room-scale-vr-world-that-feels-like-an-imax-in-your-house/>

IMAX Corporation has been the owner of the federally registered trademark “IMAX” in the United States and Canada since 1970. Any unauthorized use of our trademark is expressly forbidden.

We believe that your incorrect reference to IMAX when describing this product is misleading to readers as we do not believe that it is possible for a virtual reality system to replicate the experience of an IMAX theatre, which is provided by cutting edge projection and sound technology on screens up to 35.72 metres. We request that all future articles regarding this “room-scale” virtual reality system make no reference to our registered trademark.

Please provide a written response to this letter and a written retraction immediately and in any event no later than June 23, 2015.

Yours very truly,

G. Mary Ruby
Chief Administrative Officer
& Corporate Secretary

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