



**IMAX®, MERCURY STUDIO and FILMRISE PARTNER FOR  
EXCLUSIVE RELEASE OF “PRINCE – SIGN O’ THE TIMES” IN  
COLLABORATION WITH PAISLEY PARK ENTERPRISES**

**CRITICALLY ACCLAIMED FILM TO BE SHOWN IN IMAX FOR THE  
FIRST TIME EVER**

**OPENING AUGUST 29<sup>th</sup> FOR A LIMITED TIME ONLY- TICKETS ON SALE NOW**

**PATHÉ LIVE TO HANDLE INTERNATIONAL DISTRIBUTION**

**Watch the Trailer ([link](#))  
Download Key Art ([link](#))**

**Los Angeles, CA (July 22, 2025)** — IMAX, Mercury Studios and FilmRise, a Radial Entertainment Company, announced today that, for the first time ever, the iconic concert film *Prince – Sign O’ The Times* will be released in IMAX theatres globally for a limited time beginning August 29, 2025. The critically acclaimed 1987 film, directed by Prince and featuring Prince, Sheila E. and his talented band of musicians, has undergone IMAX’s proprietary Digital Media Remastering (DMR) process to deliver unprecedented image and sound quality, offering audiences an immersive experience of Prince’s legendary performance like never before.

*Sign O’ The Times* is widely celebrated for capturing the artist at his creative peak—blending electrifying concert footage with cinematic storytelling, powerful visuals, and genre-defying sound. Now, enhanced with IMAX’s precision surround sound audio, customized theatre geometry, and crystal-clear images, Prince’s virtuoso performance is set to mesmerize fans old and new in the most epic format available.

“*Prince – Sign O’ The Times*” features some of Prince’s most iconic tracks, including “If I Was Your Girlfriend,” the anthemic title track “Sign O’ The Times,” and “U Got The Look,” Prince’s smash hit duet with Sheena Easton. The film showcases Prince’s unparalleled musicianship, stagecraft, and style, highlighting his timeless impact on music and popular culture.

IMAX will distribute in the United States. Pathé Live will manage the distribution of the film in other territories worldwide. IMAX, Mercury Studios and Pathé Live previously collaborated on the highly successful global release of “Queen Rock Montreal.”

A complete list of theatres and ticketing information is available at [IMAX.com/PRINCE](https://www.imax.com/PRINCE).

### **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 systems to connect with audiences in extraordinary ways, making IMAX's network 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 additional offices in London, Dublin, Tokyo, and Shanghai. As of March 31, 2025, there were 1,810 IMAX systems (1,738 commercial multiplexes, 11 commercial destinations, 61 institutional) operating in 89 countries and territories. Shares of IMAX China Holding, Inc., a subsidiary of IMAX Corporation, trade on the Hong Kong Stock Exchange under the stock code "1970".

### **About FilmRise**

FilmRise, a Radial Entertainment Company, is a New York City-based film & television studio and operator of an industry leading network of 700+ FAST channels and ad-supported streaming apps. FilmRise distributes content worldwide, invests in original content and works with digital creators to help monetize their libraries in the streaming space. Founded in 2012 by veteran producers and financiers Danny Fisher, Jack Fisher and Alan Klingenstein, FilmRise is a recognized market leader and innovator at the forefront of analytics-led content acquisition and distribution.

FilmRise holds a leading footprint across FAST and AVOD as well as a library of over 30,000 movies and episodes across genres including drama, action, classic television, true crime, British, horror, sci-fi, music, comedy, holiday and many more.

### **About Mercury Studios**

World Class Music Content. Working with a global network of creatives and artists, Mercury Studios develop, produce, distribute and invest in award-winning content. We are filmmakers in the world of music.

Headquartered in London, with offices in LA and New York, current and recent projects include ONE TO ONE: JOHN & YOKO directed by Oscar winning director Kevin Macdonald, Grammy winning, Oscar and BAFTA award nominated AMERICAN SYMPHONY, directed by Matthew Heineman for the Obamas' Higher Ground Productions/Netflix, REGGAETON: THE SOUND THAT CONQUERED THE WORLD / NBC Peacock, IF THESE WALLS COULD SING, directed by Mary McCartney for Disney+.

Mercury Studios also produced and distributed performance capture films ANDREA BOCELLI 30TH: THE CELEBRATION directed by Sam Wrench (Taylor Swift The Eras Tour) for global

Theatrical and TV, TOBY KEITH; AMERICAN ICON for NBC Peacock, QUEEN ROCK MONTREAL for IMAX and Disney+.

Mercury Studios represents the world's leading catalogue of music-related content, consisting of thousands of hours of premium music-driven film and television programming.

### **About Paisley Park Enterprises**

Paisley Park Enterprises is the official home and legacy steward of Prince, one of the most prolific and influential artists in music history. Founded by Prince, the company was created as a groundbreaking platform for creative freedom—allowing him to write, record, produce, and release work entirely on his own terms.

Operating out of the iconic Paisley Park complex in Chanhassen, Minnesota, the company played a central role in the production of landmark projects like, *Sign o' the Times*, and *Graffiti Bridge* and served as the headquarters for Prince's visionary approach to music, film, and live performance. Today, Paisley Park Enterprises manages Prince's intellectual property and oversees a wide range of initiatives, including legacy preservation, licensing, archival releases, and fan experiences. The company is dedicated to honoring Prince's artistic legacy and continuing his mission to inspire individuality, creativity, and innovation.

For more information, please visit [www.paisleypark.com](https://www.paisleypark.com/) (<https://www.paisleypark.com/>)

### **About Pathé Live**

For over 17 years, Pathé Live has been offering cinemas the opportunity to broadcast cultural events on their screens. In 2008, the company launched live cinema broadcasts in France from New York's Metropolitan Opera. Pathé Live has also been producing and distributing worldwide the Bolshoi Ballet in cinemas series (until February 2022) and Comédie-Française (National French Theatre) shows in 500 cinemas since 2016. This programming is regularly completed by concerts, comedy shows and documentary events such as the *Love Yourself in Seoul* concert by K-pop hit group BTS (1.6 million spectators, 4,500 venues, 107 territories) or *Mylène Farmer – Nevermore – Le Film* (\$4.7M in one evening and one screening only).

In 2022, Pathé Live distributed the first-ever *Filmed for IMAX* concert, *Indochine Central Tour au cinema* (128,296 spectators and \$2.5M in French speaking territories only).

Last year, Pathé Live handled the international theatrical release of *Queen Rock Montreal*, that hit 307 IMAX theaters in 47 territories (\$4M international GBO).

Pathé Live's latest success *Le Trio*'s comedy show in May 2025, set up a new box-office record for a live broadcast in cinemas with 128,588 admissions and \$2.96M (444 theaters – one live screening only).