

# PREVIEW: GET SUBMERGED IN 'SANCTUM'

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We are entering a brave new world when it comes to the theatre going experience. With the epic 3D underwater adventure *Sanctum*, executive producer **James Cameron** (*Avatar*, *Titanic*) plans to bring audiences into a whole new realm with 3D technology, for a surprisingly limited budget.

This includes the **Sanctum Mobile Viewing Experience** which launched on January 4 in Los Angeles. This "theatre on wheels" will travel across the country until its final destination in Orlando on February 6. This unique experience takes place in a large mobile theatre on wheels, complete with a snack shack where you can pick up a few treats, just like your typical

day at the movies. The trailer attendees will be drawn into the inner-world of Sanctum as they find themselves submerged into a cave-like atmosphere to watch the 3D trailer and exclusive 3D scenes from the film, introduced by Cameron.



IAR recently had the opportunity to partake in this event, and it was an exciting journey. The mobile itself is truly a "cave-like" atmosphere. The walls are drenched in deep dark colors, much like the mysterious underwater caves the film takes place in. And the 3D is as good as you could possibly expect from Cameron and crew.

Once we were seated, Cameron, the film's director **Alister Grierson** and the film's writer and producer, **Andrew Wright** introduced the preview. *Sanctum* is not what you might be expecting. It is a survival story about a group of underwater cave-divers trapped deep inside the least accessible cave system on earth. This looks to be one incredible journey that is filled with adventure yet it seems to rely heavily on character without diminishing the tension and suspense that the story creates.

