
MacGillivray Freeman
FILMS
QUANTUM
THE CODE TO EVERYTHING

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OUR **VISION**

Quantum: The Code of Everything is a thrilling, visually immersive IMAX documentary that takes audiences on a journey from the beauty of light and atoms to the frontiers of quantum computing, networking and sensing. Made for museum and science center audiences, this film reveals how the strange and powerful rules of the quantum world are now shaping a new era of innovation, one that could redefine computing, communication, medicine, and beyond.

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WHY **NOW?**

Demystifying Quantum Science

Quantum science is actively reshaping fields like computing, navigation, medicine, and communication. As these technologies move from labs into everyday life the film will help audiences grasp their significance — and their potential — as they reshape the world around us.

Inspiring the Next Generation of Innovators

The quantum revolution could define the next century, but only if we cultivate the next wave of scientists, engineers, and thinkers. By demystifying quantum science in a way that's accessible and awe-inspiring, this film can spark curiosity and ambition at a pivotal moment in history.

Investing in the Future of Quantum Computing

From accelerating medical research to tackling climate change, quantum computing offers solutions to problems that today's tools can't crack. But with such immense power comes the need for informed public dialogue and responsible innovation — making education and awareness more critical than ever.

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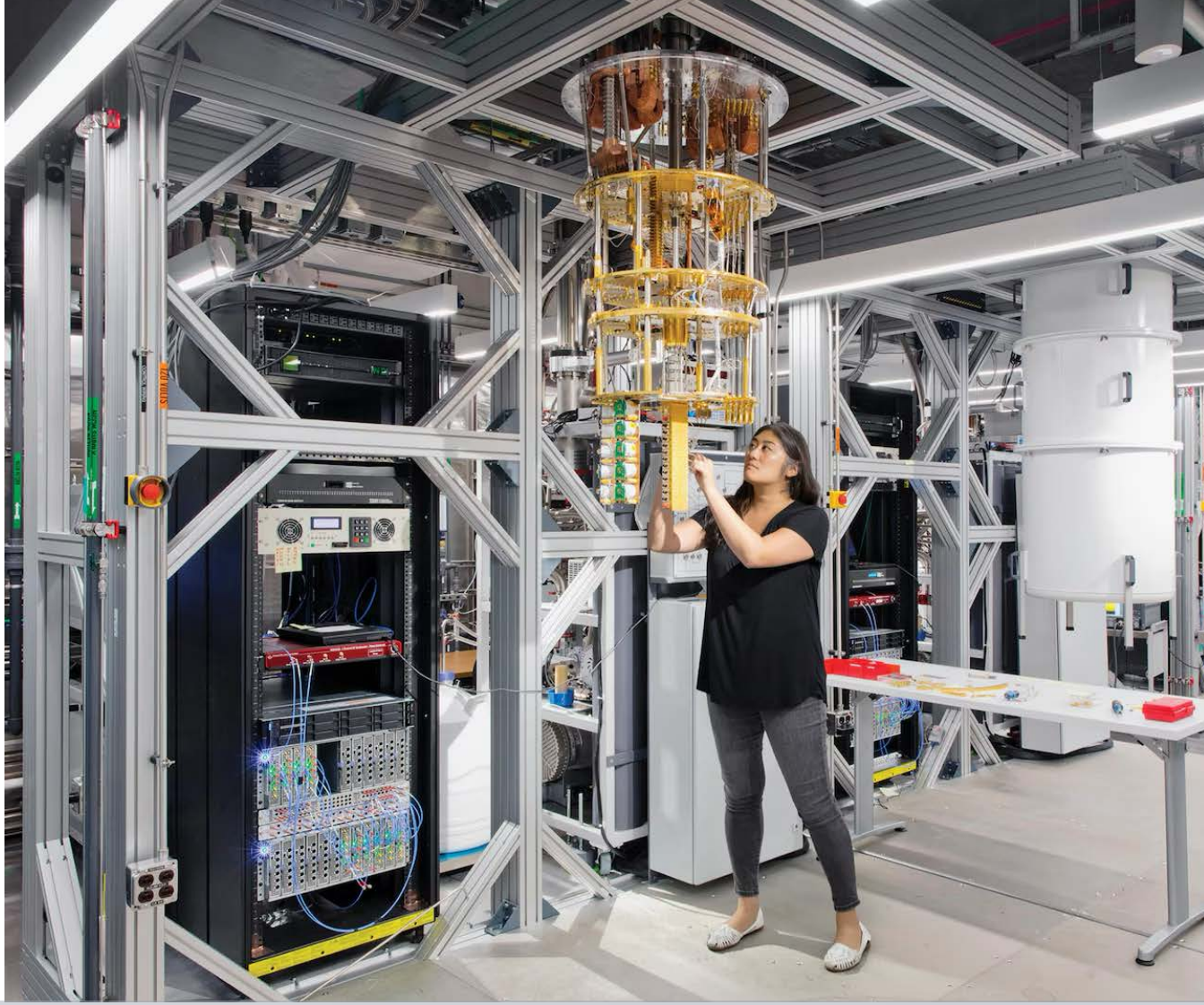
WE CAN TELL THESE **STORIES EFFECTIVELY**

MFF has used the giant-screen to deliver inspirational, emotional, and powerful stories with impact.

The film will celebrate quantum computing, on a grand stage—the giant 8-story IMAX® screen—plus educational programming that will be distributed to science centers and classrooms globally.



12-18
MONTHS

FROM GREENLIGHT TO THE GIANT SCREEN
Our goal is to distribute the IMAX film and accompanying science programming to schools nationwide

VIEWED
BY MILLIONS

VIEWERSHIP
The movie will be shown at IMAX theaters and science centers worldwide. After the theatrical release the film will be streamed on platforms such as Netflix, Hulu and others. It is estimated that 25M people will see the film

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THE WORLD'S LEADING **DOCUMENTARY STORYTELLER**

Celebrating 50+ Years in the Filmmaking Business

First Ever Documentary Producer to Reach U.S. $1 Billion Dollars at the Box Office

Collectively Our Films Have Been Seen By More Than 85 Million People in Theaters Alone

40+
FILMS PRODUCED

2
ACADEMY AWARD NOMINATIONS

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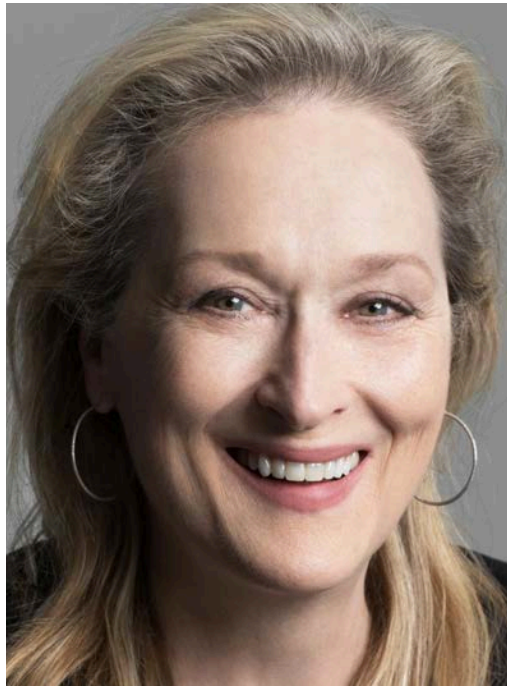
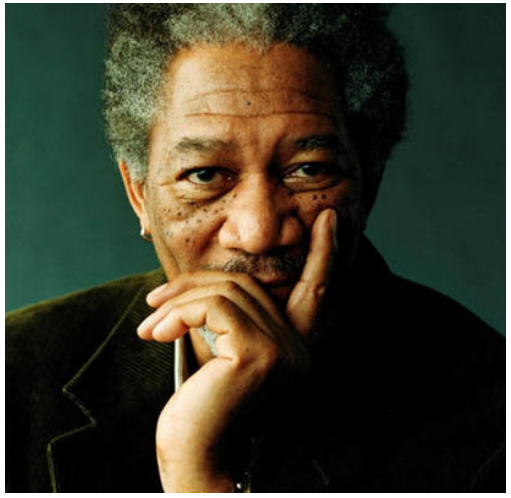
ATTRACTING TOP **CELEBRITY TALENT**

- Jeff Bridges
- Liam Neeson
- Pierce Brosnan
- Gene Hackman
- Sting
- Meryl Streep
- Dame Helen Mirren
- Robert Redford
- Bruce Springsteen
- Morgan Freeman
- Ewan McGregor
- Cate Blanchett
- Dave Matthews
- Aloe Blacc
- Matthew McConaughey
- Sir Paul McCartney





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THE **STORY**

Quantum: The Code of Everything takes viewers on a gripping journey into the groundbreaking world of quantum computing, networking and sensing. From its mind-bending principles to its transformative real-world applications, the film explores how quantum information, science and technology (QIST) is poised to revolutionize industries and change the way we live. Through stunning visuals and compelling storytelling, the film reveals the immense potential of quantum computing to solve problems that classical computers simply can't, from accelerating medical discoveries to reshaping cybersecurity.

Through firsthand accounts and expert insights, audiences will meet the pioneers at the forefront of this revolution—scientists, engineers, and visionaries who are unlocking the secrets of quantum physics to create a new era of innovation. As the film dives into the human side of quantum breakthroughs, it highlights how these advancements will help address some of humanity's greatest challenges, from climate change to healthcare, and will fundamentally reshape the future of computing, communication, and beyond.

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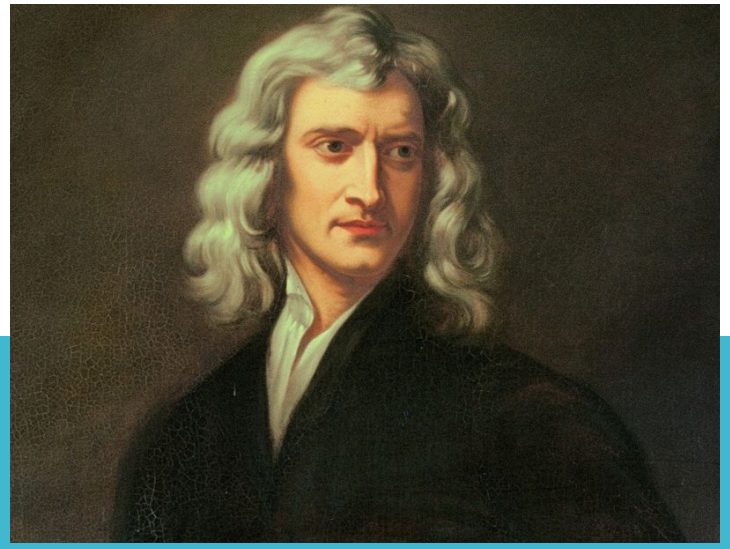
THE FOUNDERS OF THE **QUANTUM REVOLUTION**

Quantum computing stands on the shoulders of scientific giants. This segment of the film highlights the minds that laid the groundwork for one of the most transformative technologies of our time.



Isaac Newton

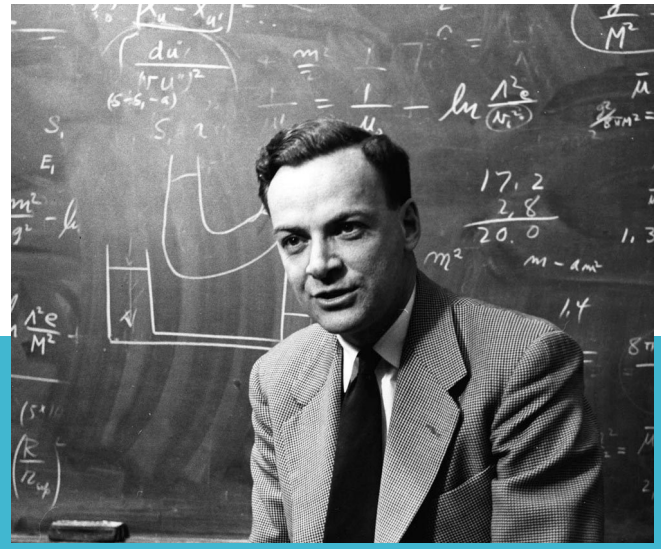
Laid the Foundation of Modern Physics

- Discovered that white light contains a spectrum of colors, sparking the science of light and optics.
- His laws of motion and calculus became essential tools for all physics — including quantum theory.

Niels Bohr

Redefined the Atom

- Proposed that electrons occupy discrete energy levels — a cornerstone of quantum mechanics.
- His ideas still shape how we understand and manipulate particles in quantum systems.



Richard Feynman

Imagined the Quantum Computer

- First to propose a computer based on quantum physics.
- Transformed our understanding of how light and matter interact, earning a Nobel Prize in 1965.

POTENTIAL TOPICS INCLUDE

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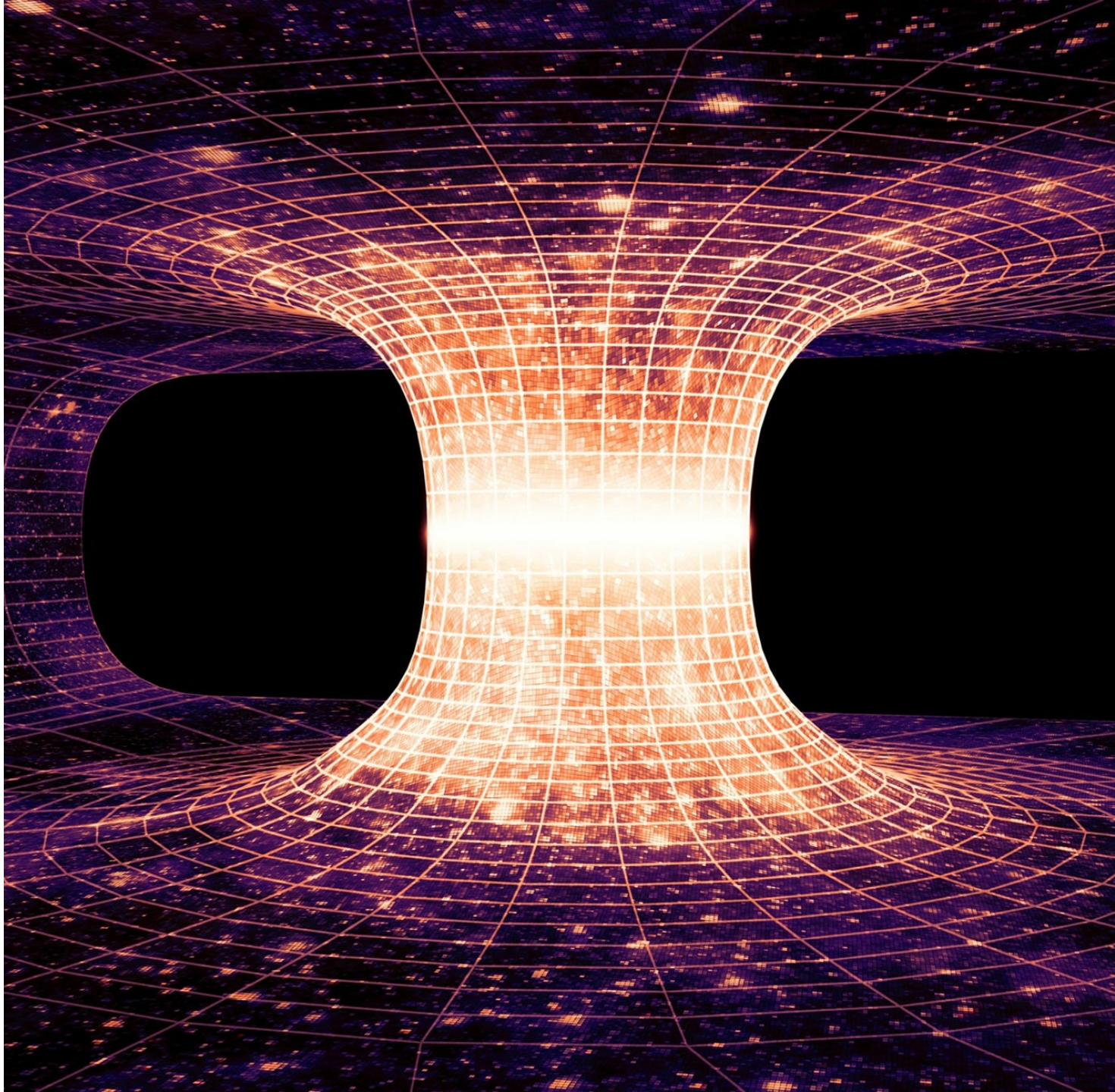
EXPLAINING CORE PRINCIPLES OF QUANTUM PHYSICS

Delve into the mysteries of quantum physics, where the impossible becomes possible. Discover superposition, where particles can exist in multiple states at once, and entanglement, where particles are mysteriously linked across vast distances. Witness uncertainty, the inherent limits on what we can know or predict about the quantum world. These phenomena form the foundation of quantum technologies, unlocking innovations that are transforming industries and solving real-world challenges.



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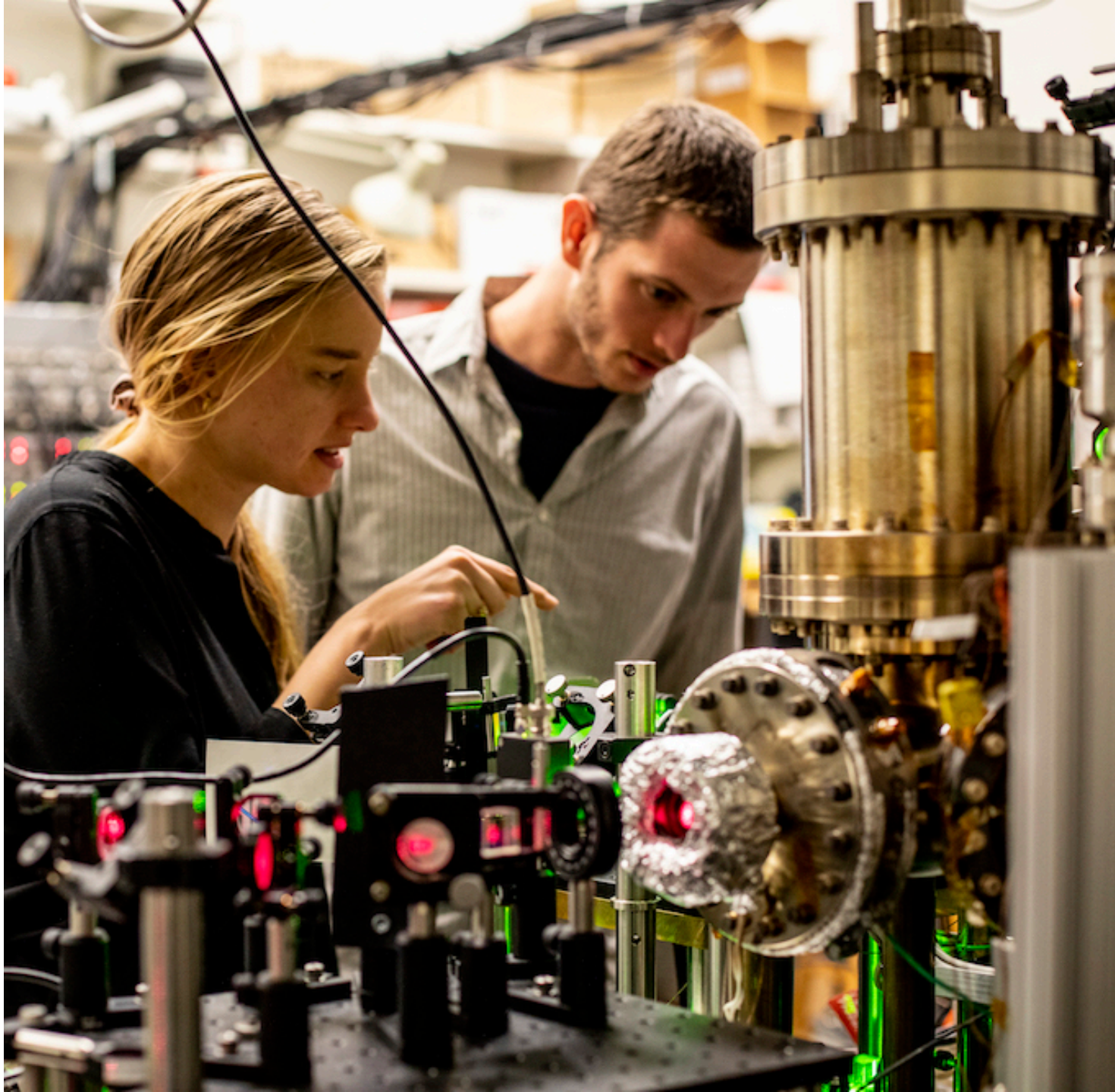
THE PIONEERS BUILDING THE FUTURE OF QUANTUM

At the core of the story are visionary scientists, bold researchers, and pioneering entrepreneurs pushing the boundaries of discovery. Join them as they build the next generation of quantum computers, harnessing superconducting qubits, photons, trapped ions, and topological matter. These innovators take us inside the labs, chip foundries, and classrooms where the future of technology is being shaped. Explore what's working now, what's on the horizon, and what it will mean when these quantum machines scale to full power, unlocking possibilities that were once thought impossible.



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WHAT QUANTUM COMPUTING CAN DO FOR THE FUTURE

Quantum computing is no longer just a theoretical pursuit — it's becoming a powerful tool with real-world impact. Journey into the breakthroughs that could transform drug discovery and personalized medicine, create secure global communications through unbreakable encryption, and unlock new possibilities in fusion energy modeling, climate prediction, and AI acceleration. Through the lens of visionary scientists and entrepreneurs, the film reveals how the decisions and discoveries made today will ripple across generations, shaping the future of humanity.

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CHICAGO

BUILDING THE FUTURE OF QUANTUM

From Steel to Science — The City Powering the Quantum Revolution
Chicago has long been a city that builds things. Now, it's building the future of computing — becoming the global hub for quantum innovation, much like Silicon Valley was for the digital revolution.

A Connected Quantum Ecosystem

- Anchored by the University of Chicago, Argonne National Laboratory, and Fermilab, the region leads the nation in quantum research, networking, and sensing.
- At the center is the Chicago Quantum Exchange (CQE) — linking world-class research institutions with startups, corporations, and national labs to form the Midwest Quantum Corridor.
- Discovery Park and the South Side innovation district are home to cutting-edge quantum companies like PsiQuantum, Infleqtion, EeroQ, and Quantinuum, alongside engineering talent and venture labs driving commercialization.

A Magnet for Talent and Investment

- Supported by federal and state initiatives such as Q-NEXT and the Duality Quantum Accelerator, Chicago is training the next generation of quantum engineers and entrepreneurs.
- The city's collaborative model — connecting universities, national labs, and startups — has made it a blueprint for quantum ecosystems worldwide.

A Legacy of Discovery, A Future of Innovation
From the first controlled nuclear reaction at the University of Chicago to the nation's first quantum network, Chicago continues its legacy as a city that transforms science into progress.
Here, quantum isn't just theory — it's being built, tested, and scaled in the laboratories and foundries that will shape the next century.

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THE ADVISORY BOARD

Hilary Kaye, M.S.
Founder & CEO of HKA Inc. Marketing Communications Member QED-C & Strategic Partner IYQ 2025

Corey McClelland, M.S.
Senior Director of Quantum Networking—IonQ, Inc. (Listed on NYSE) Member QED-C

John Preskill, Ph.D.
Richard P. Feynman Professor of Theoretical Physics at Caltech & Davis Leadership Chair, Institute for Quantum Science and Technology

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David Stewart, Ph.D.
Executive Director of the Purdue Quantum Science and Engineering Institute QED-C Chair Workforce Development Committee

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EDUCATIONAL
OUTREACH SUMMARY

PURPOSE

The film will be supported by a robust educational outreach campaign, providing digital content, educator guides, and learning tools. The film's release will be accompanied by an extensive distribution to public schools, ensuring that *Quantum: The Code to Everything* reaches students, teachers, and families across the globe.

PHASE 1

The film plays in science centers and museums around the world for 6-12 months

PHASE 2

Distribution on television and streaming /broadcast services

BUILDING A VIRTUAL HUB

Compelling STEM and humanities digital content will be distributed to key audiences on an easily accessible virtual hub

MFF will work with one of these streaming platforms to stream the film

NETFLIX Roku YouTube prime hulu tv+

PROGRAMS ASSOCIATED WITH CLASSROOM & SCIENCE CENTER RELEASE

Educator Guides and Virtual Learning Programs with Short and Long-Form Supplemental Multimedia Content

Distribution in Public Schools with Outreach to Students, Educators and Parents

Innovative Virtual Learning Program Featuring Stories to Inspire the Next Generation

Community Film and Outreach Access with Virtual Educator Program to Stream with Film including Hands-On Activities for Teachers to Use

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BEYOND **THE FILM**

To maximize its educational impact, ***Quantum: The Code to Everything*** will launch a comprehensive outreach program, which includes:

- **Virtual Learning Platforms**: A digital hub featuring short-form videos, educator guides, and learning tools to further explore the film's themes.
- **Educational Outreach**: The film and accompanying resources will be accessible to schools nationwide, ensuring that students and educators have free access to educational content.
- **Community Engagement Programs**: Outreach events, panel discussions, and interactive experiences will be hosted alongside the film's release in key regions. These programs will include partnerships with educational institutions to foster dialogue and learning about quantum computing, information science & technology (QIST).

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MFF Films Change Behavior and are Seen by Millions of People

1 National Parks Adventure

- 97% cared more about protecting the National Parks for future generation after watching the films
- 93% felt more positively about the National Parks Service after watching the film

2 Dream Big

- 86% of adults from the general public reported that they believed the movie inspired their kids to want to become engineers
- 72% of kids from the general public reported that the film inspired them or possibly inspired them to become engineers

3 To The Arctic

- 86% of people who watched *To the Arctic* said that it would impact the way they would vote on environmental issues in the future
- 88% said they would be more environmentally sensitive about the decisions they make in their everyday lives as a result of seeing *To The Arctic*

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Reaching Millions Through Earned Media

MFF Initiatives like *Dream Big* reached millions of viewers through coverage on various media platforms and news outlets

3882
Total Number of Pieces

1.4B+
Total Number of Impressions

85M+
Twitter user data

666k+
YouTube Views

abc 7 · Rotten Tomatoes · common sense media · USA TODAY · The Seattle Times · VARIETY · Science Journals | AAAS · The Hollywood Reporter · yahoo! · CNN · Smithsonian Institution

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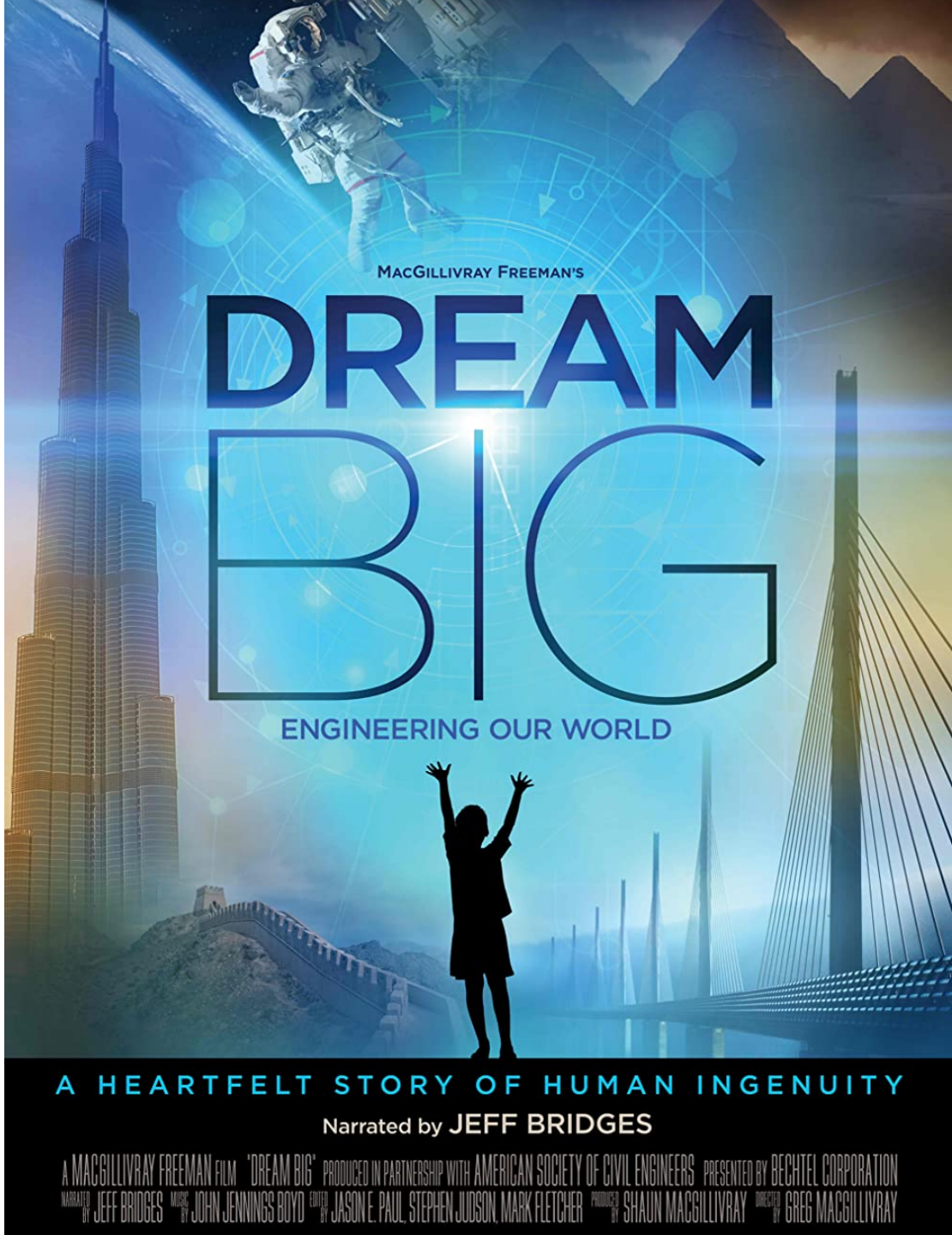
Dream Big: Engineering Our World (2016)

A Case Study

In 2017 we launched *Dream Big* to engage our audience in the field of engineering. One of our key goals was to answer the call from the National Academy of Engineering and the National Research Council to change the public image of engineering and to inspire students to consider careers as engineers. *Dream Big* was the first giant-screen film related to STEM and the goal was to build a huge educational campaign in museums and science centers. We also leveraged partnerships with other engineering organizations and societies to link museums with local engineers. The concept was to make the film the centerpiece of the entire campaign and build a massive educational outreach program around the film. ASCE was so pleased with the film they commissioned a second film to be released in 2024.

- More than 3.2 million people have seen the film worldwide
- More than 450,000 people attended over 6,300 special screenings held by ASCE, Bechtel Corporation, schools, universities and other engineering & educational organizations
- *Dream Big* was #1 in theater bookings, with more bookings in giant-screen theaters than any other film in its first year
- For the past 3 years *Dream Big* has been streaming on Netflix. The film has also been streamed on Video-on-Demand. DVDs and Blu-Rays are available on Amazon and other retail outlets
- MFF worked with ASCE to give a *Dream Big* DVD to 110,000 public schools in America
- It is estimated that 4-5 million students will see the film in schools with this program
- Projected viewership is 25 million people over the lifetime of the film



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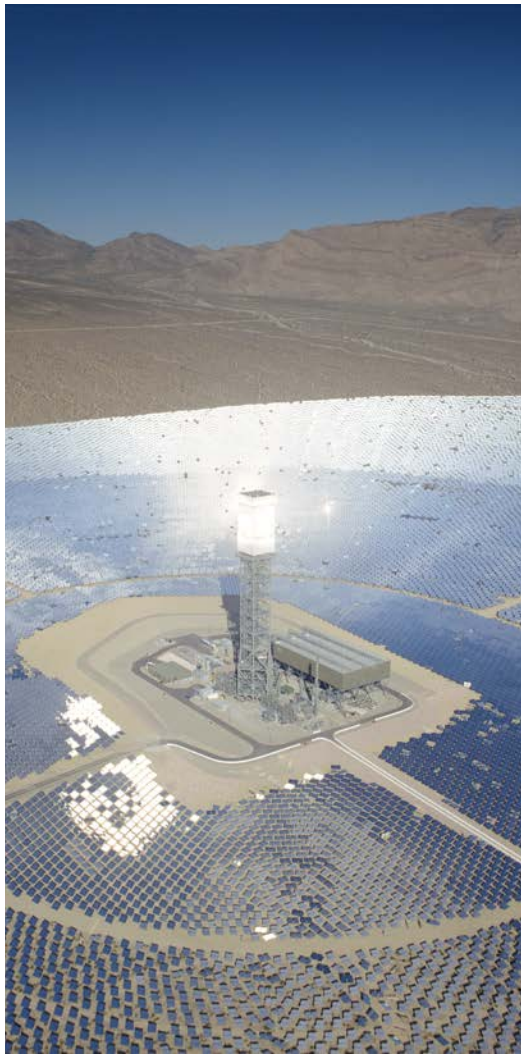
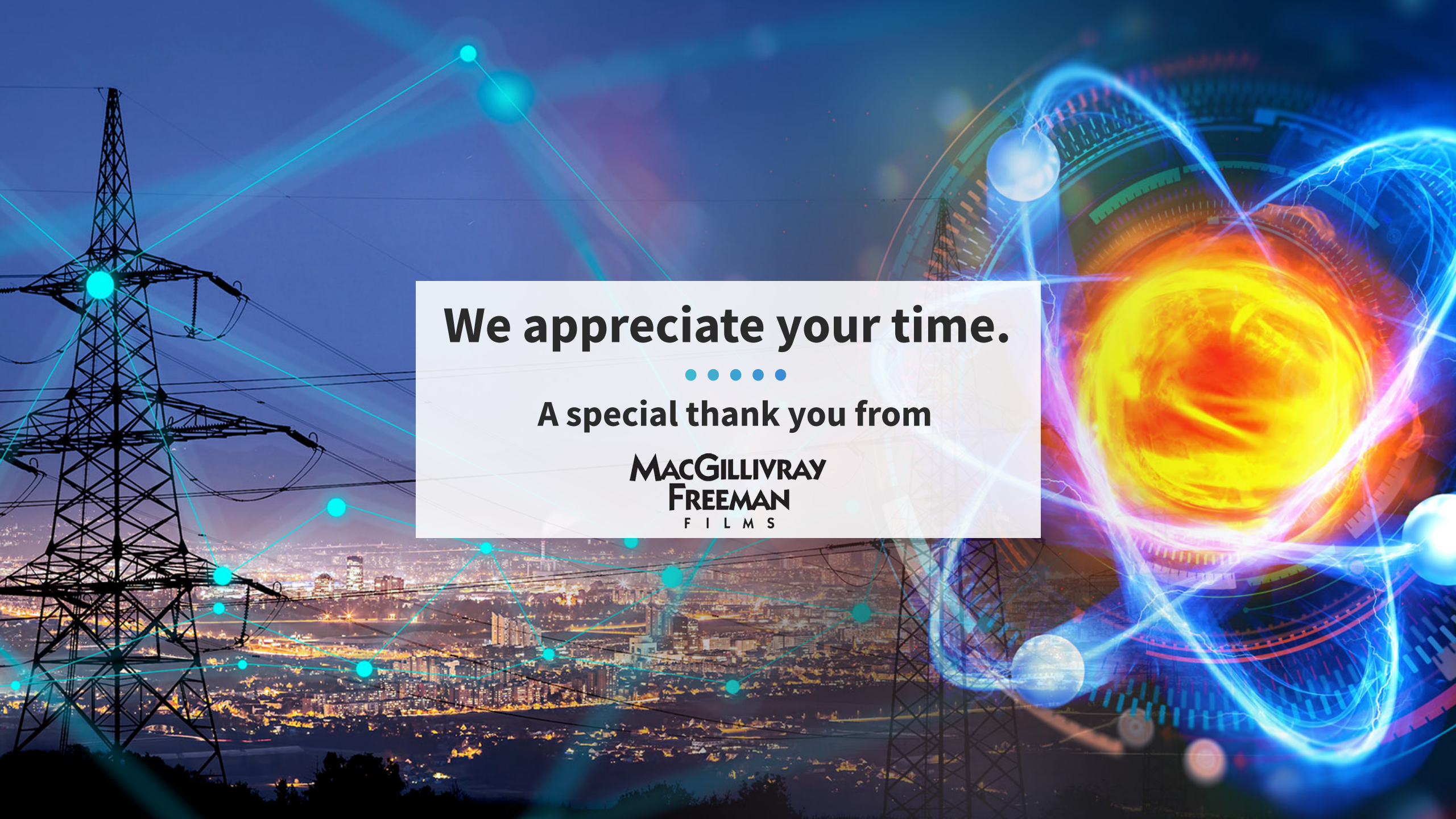


*ASCE got involved with **Dream Big** because we wanted to change the image of engineering and inspire kids, especially girls, to consider engineering as a career and we wanted to make our 15,000 members proud to be engineers. **What is astounding is that we far surpassed those goals.** The response to the film and educational programs has been phenomenal. Our evaluation showed that **Dream Big** had a profound impact on audiences—after seeing the film 90% said it gave them a **much more positive view** of engineers!"*

— Jane Howell

Chief Communications Officer, ASCE (American Society of Civil Engineers)


We appreciate your time.
A special thank you from
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