



Mercedes-Benz

Press Information

January 7, 2025

Sony Pictures Entertainment's RIDEVU In-Car Entertainment Service to feature fully immersive IMAX Enhanced® Films in Mercedes-Benz vehicles

Experience RIDEVU in the Mercedes-Benz E-Class at CES 2025 in Las Vegas, starting January 7

Stuttgart, Germany/Culver City, California. Sony Pictures Entertainment (SPE), IMAX Corporation®, Mercedes-Benz and DTS, Inc., a subsidiary of Xperi Inc., today announced that RIDEVU, SPE's in-car entertainment service, will make IMAX Enhanced® movies from Sony Pictures' library readily available in vehicles later this year, starting with customers of applicable Mercedes-Benz models¹ equipped with the MBUX Entertainment Package Plus and an active Mercedes-Benz connect subscription.

This service enhancement introduces an immersive in-car entertainment experience², bringing the largest catalog of IMAX Enhanced movies from Sony Pictures' library like 'Venom: The Last Dance', 'Spider-Man: No Way Home' and 'Uncharted' from home to the car. IMAX Enhanced is the only way to experience IMAX's signature picture and sound outside of a theater. RIDEVU delivers select IMAX Enhanced films featuring IMAX's expanded aspect ratio (EAR), IMAX's proprietary DMR process and DTS:X sound, available in multiple dubbed languages.

SPE's RIDEVU video entertainment service³ is available in the U.S., Japan, United Kingdom, Ireland and Germany. The service is fully integrated with select OEMs, including Mercedes-Benz as the first global automotive OEM. It offers access to thousands of movies to buy, rent or stream. Designed for the car, RIDEVU connects Sony Pictures' movies with its advanced streaming technology to create a first-of-its-kind in-car entertainment experience. With RIDEVU, consumers can enjoy hours of entertainment on in-car multimedia displays or on iOS and Android devices, use Screen Manager to easily control playback across all screens from the vehicle's central multimedia display, and entertain passengers with individual or shared viewing experiences on up to six screens⁴. Content can be accessed by front and rear seat passengers, as well as by the driver on the central display when the vehicle is parked.

¹ MY24+ S-Class, MY24+ Maybach S-Class, MY24+ EQE Sedan & SUV, MY24+ EQS Sedan & SUV, MY24+ Maybach EQS SUV, MY24+ E-Class, MY24+ CLE 300 & CLE 450, MY25+ AMG SL and MY25+ AMG GT (C192) equipped with MBUX Entertainment Package Plus and an active Mercedes-Benz connect subscription.

² For reasons of safety, the driver can gain full access to the app via the central display only when the car is parked.

³ To use the Digital Extras, customers must create a Mercedes me ID and agree to the Terms of Use for Digital Extras and the Mercedes me ID Service Terms in their applicable versions. The Digital Extras presented and their availability depend on the vehicle model, year of manufacture, selected optional equipment and country.

⁴ Each device requires an Internet connection, the latest app version and the same RIDEVU account.

This unique collaboration leverages the strengths of three entertainment pioneers, SPE, IMAX and DTS, realizing their long-standing shared vision of creating elevated, personalized and quality content experiences for consumers, whether at home or on the go.

“By deepening our collaboration with IMAX, we’re demonstrating our unwavering commitment to providing discerning consumers with immersive experiences that transform every journey. By delivering IMAX Enhanced content through RIDEVU, we are showcasing what is possible as we push the boundaries of content and audio delivery in the car starting in Mercedes-Benz models later this year.”

Pete Wood, SVP, digital sales, distribution, SPE

“We’re excited to bring IMAX fans closer to their favorite movie moments through powerfully immersive experiences in the car. This collaboration with SPE highlights our commitment to premium quality and innovation, unlocking a truly elevated in-vehicle entertainment experience that delivers the best of IMAX beyond the home.”

Vikram Arumilli, SVP and GM, Streaming and Consumer Technology, IMAX

“We are bringing our most immersive sound experience directly to the vehicle in a way that hasn’t happened before. With this collaboration, we’re not just providing a quality audio experience, we’re helping bridge the gap between home and vehicle, delivering personalized entertainment where consumers want it.”

Bill Neighbors, chief content officer for Xperi

“With IMAX Enhanced and DTS audio within Sony Pictures Entertainment’s RIDEVU, we will add an exciting new dimension to movie-watching in a Mercedes-Benz. Our large-format HD displays give our customers the best seat in the house, filling the cockpit with vibrant colors and immersive sound, just like in a movie theatre.”

Magnus Östberg, Chief Software Officer, Mercedes-Benz AG

With RIDEVU, consumers can enjoy a best in class in-car entertainment experience, accessing thousands of hours of movies to buy, rent or watch. Get behind the wheel of a Mercedes-Benz E-Class at CES at Xperi’s booth 5840 at the Las Vegas Convention Center (LVCC) West Hall.

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About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Tokyo-based Sony Group Corporation. SPE's global operations encompass motion picture production, acquisition, and distribution; television production, acquisition, and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. Sony Pictures Television operates dozens of wholly-owned or joint-venture production companies around the world. SPE's Motion Picture Group production organizations include Columbia Pictures, Screen Gems, TriStar Pictures, 3000 Pictures, Sony Pictures Animation, Stage 6 Films, AFFIRM Films, Sony Pictures International Productions, and Sony Pictures Classics. For additional information, visit <http://www.sonypictures.com/corp/divisions.html>

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 September 30, 2024, there were 1,788 IMAX systems (1,714 commercial multiplexes, 12 commercial destinations, 62 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”. IMAX®, IMAX® 3D, Experience It In IMAX®, The IMAX Experience®, DMR®, Filmed For IMAX®, IMAX LIVE™, IMAX Enhanced®, IMAX StreamSmart™, and SSIMWAVE® are trademarks and trade names of IMAX Corporation or its subsidiaries that are registered or otherwise protected under laws of various jurisdictions. For more information, visit www.imax.com. You can also connect with IMAX on Instagram (www.instagram.com/company/imax), Facebook (www.facebook.com/imax), LinkedIn (www.linkedin.com/company/imax), X (www.twitter.com/imax), and YouTube (www.youtube.com/imaxmovies).

About Xperi Inc.

Xperi invents, develops, and delivers technologies that enable extraordinary experiences. Xperi technologies, delivered via its brands (DTS®, HD Radio™, TiVo®), are integrated into billions of consumer devices and media platforms worldwide, powering smart devices, connected cars and entertainment experiences, including IMAX® Enhanced, a certification and licensing program operated by IMAX Corporation and DTS, Inc. Xperi has created a unified ecosystem that reaches highly engaged consumers, driving increased value for partners, customers and consumers.

About DTS, Inc.

Since 1993, DTS has been dedicated to making the world sound better. Through its pioneering audio solutions for mobile devices, home theatre systems, cinema and beyond, DTS provides incredibly high quality, immersive and engaging audio experiences to listeners everywhere. For more information, please visit www.dts.com

Contact:

Patrick Kuom, phone: +49 (0) 176 30923021, patrick.kuom@mercedes-benz.com
Isabel Meurer, phone: +49 (0) 176 30947980, isabel.meurer@mercedes-benz.com
Sony Pictures Entertainment: Lisa Broock, lisa_broock@spe.sony.com
IMAX: Jane Collins, jcollins@imax.com
Xperi: Allyse Sanchez, allyse.sanchez@xperi.com

About Mercedes-Benz USA

Mercedes-Benz USA (MBUSA), headquartered in Atlanta, is responsible for the distribution, marketing and customer service for all Mercedes-Benz products in the United States. MBUSA offers drivers the most diverse lineup in the luxury segment with 18 model lines ranging from the sporty GLA SUV to the flagship S-Class and the dynamic all-electric vehicles from Mercedes-Benz. MBUSA is also responsible for Mercedes-Benz Vans in the U.S. More information on MBUSA and its products can be found at www.mbusa.com and www.mbvans.com.

Accredited journalists can visit our media site at media.mbusa.com.