

I: What words would you use to define a package that includes karaoke, dance, and watching the film in a single event?

P4 is the first to respond: "I'd call it a complete and engaging experience, something that goes beyond simple entertainment."

P3 adds a more rational reflection: "For me, it would be an innovative format, capable of clearly differentiating itself from traditional cinema and creating value through active participation."

P6 laughs and says: "A wonderful party to have with friends."

P5 nods: "A super fun event."

P7: "I would describe it as a hybrid experience that rethinks how and where cinema can be enjoyed, combining innovation, atmosphere, and storytelling. It challenges the usual boundaries of film watching by integrating technology, a curated setting, and social elements into a single experience. I think it would appeal especially to people who are looking for something more than a standard movie screening—something that engages multiple senses, creates emotional impact, and leaves a memorable impression. Overall, it feels like a thoughtful reimaging of cinema for a modern audience."

P8: "I would describe it as a completely new way of experiencing cinema, one that blends advanced technology, cultural heritage, and emotional engagement into a single, immersive event. It transforms watching a film from a passive activity into an active, memorable experience. The combination of smart glasses, historic locations, and curated storytelling creates something that feels unique and personal, and I think it could leave a lasting impression far beyond a regular movie night."

P9: "For me, it is an exclusive cinematic experience that goes beyond the traditional movie theater, turning film watching into a cultural and social event. It's not just about seeing a movie, but about engaging with the story in a richer context, sharing the experience with others, and connecting with the location and atmosphere. It's a hybrid between entertainment, learning,

and social interaction, and that combination is what makes it stand out from anything I've tried before."