ANALISI SURVEY

Contents

1 Survey Analysis

The questionnaire was submitted by 63 users, who expressed their opinions anonymously regarding their preferences and potential perceived critical issues, allowing us to adapt and refine the Neovision offering. The results obtained from the questionnaire were analyzed using different methodologies based on the type of question and the multiple responses required for those questions.

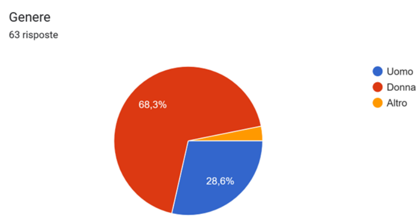
For questions 1-3, 11 we plotted the distribution of results in the answers to the question using a pie chart. For each question, the prominence of the cake of a specific color is associated with a possible answer to the question, identified by the same color. The amplitude of the segment is determined by the relative frequency of the response with respect to all 63 selected.

In particular, questions 4-6 were examined using the 5-point Likert Scale. The methodological choice of the LIkert Scale is justified by the possibility of converting qualitative attributes such as “a little”, “a lot” into discrete numerical values, through which it is possible to standardize and compare the responses. Descriptive statistics tools such as mean, median, standard deviation, applied to scores 1-5 in the responses, allow us to identify the general level of appreciation and dispersion in opinions.

In relation to questions 7-10, 12, 13 we reported a visual representation using a horizontal bar graph. This method is the most suitable for analyzing questions relating to specific consumer preferences (such as type of events, locations and ancillary services). Furthermore, this approach facilitates the management of multiple choice questions for each individual user, allowing immediate viewing of the choice options with the highest number of votes “absolute”. Below, representations of the questionnaire results are shown, in accordance with what was previously said.

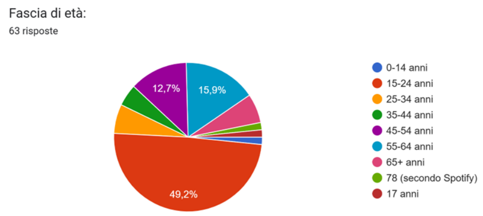
1.0.1 Gender

- Men: 18/63 (28.6%)
- Women: 43/63 (68.3%)
- Other: 2/63 (3.2%)



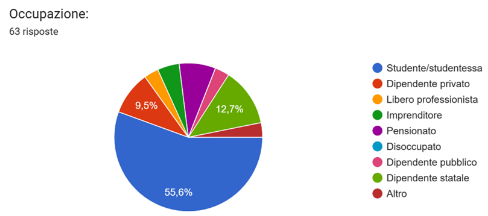
1.0.2 Age Group

- 0–14 years: 1/63 (1.6%)
- 15–24 years: 32/63 (50.8%)
- 25–34 years: 4/63 (6.3%)
- 35–44 years: 3/63 (4.8%)
- 45–54 years: 8/63 (12.7%)
- 55–64 years: 10/63 (15.9%)
- 65+ years: 5/63 (7.9%)



1.0.3 Occupation

- Students: 35/63 (55.6%)
- Private employees: 6/63 (9.5%)
- Public employees: 10/63 (15.9%)
- Freelancers: 2/63 (3.2%)
- Entrepreneurs: 3/63 (4.8%)
- Retirees: 5/63 (7.9%)
- Unemployed: 0/63 (0%)
- Other: 2/63 (3.2%)



1.0.4 How often do you attend film or cultural events?

- 1=never
- 2=1-2
- 3=1-3
- 4=3-5
- 5= more than 5

Calculus:

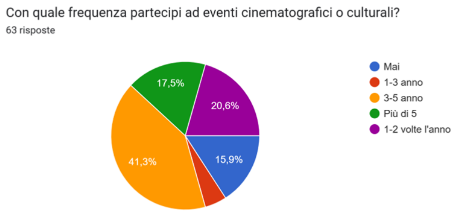
10*1+13*2+3*3+26*4+11*5=204 204/63=3,24

AVERAGE=3,24

MEDIAN = 4 [(63+1)/2=32 in posizione 32 ci sta 4]

STANDARD DEVIATION = 1,38

For Question 4, an analysis based on the Likert scale was conducted by calculating the mean, median, and standard deviation. The mean was computed as the ratio between the sum of the products of each Likert score and the number of responses associated with that score, and the total number of responses, equal to 63. Given the sample of Likert scores, the standard deviation of 1.38 indicates a relatively high dispersion of the data around the mean. This result reflects the presence of a large group of respondents who are already interested in cinematic events, alongside another group with a low level of participation. The latter represents a potential target segment that Neovision could attract by offering an innovative version of the cinematic experience.



1.0.5 How interested are you in immersive or technological experiences (VR, AR, smart glasses, installations)?

- 1= little
- 3= enough
- 5= a lot

Calculus:

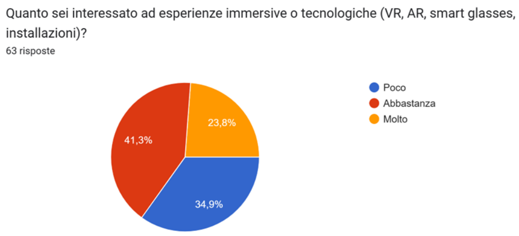
22*1+26*3+15*5=175 175/60=2,91

AVERAGE= 2,778

MEDIAN= 3

STANDARD DEVIATION = 1,529

For question 5, a Likert Scale analysis was performed, calculating mean, median, and standard deviation. The average was calculated following the same logic illustrated in question 4. In particular, the non-negligible value of 1.529 for the standard deviation justifies the presence of a category of customers “hostile” to new technologies and a category of customers passionate and curious about new technologies.



1.0.6 How interesting does the idea of watching a movie via smartglasses in a historic location (villas, gardens, castles) seem to you? ?

- 1=NOT AT ALL
- 2=LITTLE
- 3=ENOUGH
- 4=A LOT
- 5=IMPERDIBLE

Calculus:

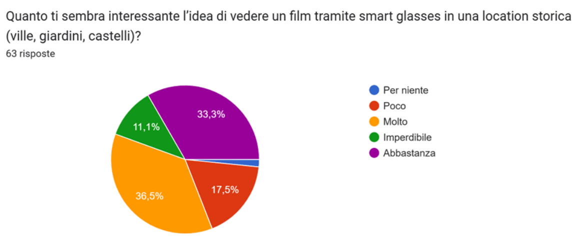
1*1+11*2+21*3+23*4+7*5=213 213/60=3,55

AVERAGE= 3,38

MEDIAN= 3

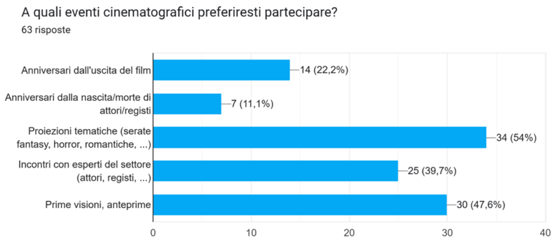
STANDARD DEVIATION= 0,958

For question 6, a Likert Scale analysis was performed, calculating mean, median, and standard deviation. The average was calculated following the same logic illustrated in question 4. The standard deviation is lower than the results obtained in the previous questions as the data are more compact than the mean, between 3 and 4. Despite people’s technological distrust, choosing a historic location could increase viewer engagement.



1.0.7 Which film events would you rather attend? (Multiple answers were allowed.)

- Anniversaries of the film's release
- Themed screenings (e.g., fantasy, horror, or romantic evenings)
- Meetings with actors and directors
- First screenings / previews
- Other (open-ended option)



Analysis of Public Preferences

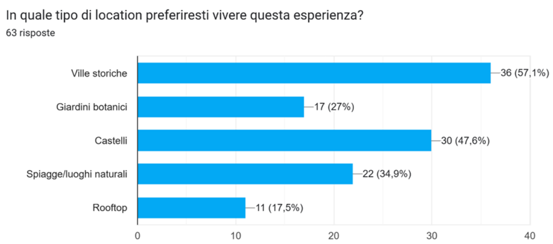
The distribution of the data on audience preferences highlights a clear inclination toward structured and participatory experiences that go beyond the simple act of watching a film. In particular, the strong prevalence of themed screenings, accounting for 54% of preferences, confirms the robustness of Neovision's experiential cinema model. This model combines evocative locations and innovative technologies while preserving the traditional film screening as its core element.

The marked interest in previews and first screenings justifies the investment in next-generation smart glasses, especially in relation to highly anticipated titles such as The Odyssey. Closely following is the interest in meetings with experts, a result that reinforces Neovision's mission to integrate entertainment with cultural value, particularly within the packages designed for schools.

In conclusion, Neovision's strategy, aimed at redefining the traditional cinema experience through the integration of technology and culture to foster emotional engagement, appears to be fully aligned with consumer preferences.

1.0.8 Which type of location would you prefer to experience this event? (Multiple answers were allowed)

- Historic villas
- Botanical gardens
- Castles
- Beaches / natural settings
- Panoramic rooftops
- Other



Analysis of Preferred Locations

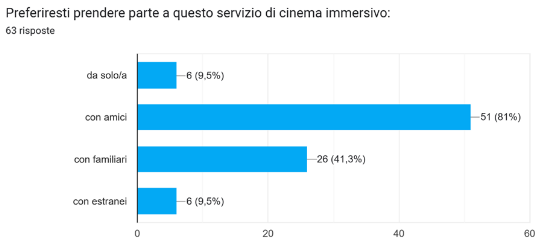
The survey results highlight a strong public interest in locations of architectural and cultural value, encouraging potential collaborations between Neovision and institutions such as the FAI and the Ministry of Culture. Historic villas emerge as the most preferred location, accounting for approximately 57% of the choices. This finding is consistent with Neovision's stated mission to enhance artistic and cultural heritage by transforming historic sites into settings for immersive cinematic experiences.

A high level of interest also emerges for castles, which are particularly suited to evocative experiences, such as screenings of horror or thriller films enriched with digital content delivered through smart glasses. The preference for non-conventional locations over modern spaces, such as rooftop venues, indicates that the target audience seeks immersive experiences that also preserve and enhance the historical and cultural identity of the territory.

In conclusion, the decision to move beyond traditional cinema venues and host screenings in historic residences and castles is fully aligned with the preferences expressed by contemporary audiences.

1.0.9 Would you be interested in taking part in this immersive cinema service?

- alone
- with friends
- with families
- with strangers



Analysis of the Social Dimension of the Experience

The data related to the social dimension of the experience show that Neovision's immersive cinema is mainly perceived as a shared activity. This finding is consistent with the company's marketing strategies, particularly those related to packages designed for families and schools.

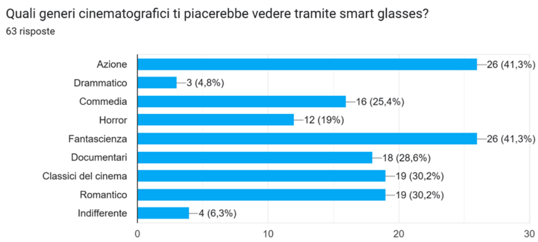
The very strong preference for participation with friends, accounting for approximately 80% of responses, confirms that the service represents not only an opportunity for entertainment and cultural enrichment, but also a social event. In this regard, the inclusion of post-screening moments, such as the "Fellini Tonic" aperitif, supports social interaction and enhances audience engagement.

A significant level of interest is also observed for participation with family members, which strategically supports the development of Family Packages that include entertainment activities for both children and parents. Given that only 9.5% of respondents prefer to experience the service alone, Neovision should promote solutions aimed at encouraging repeated participation, such as the Experience Card.

In conclusion, the responses indicate that audiences seek an immersive experience in which engagement is not driven solely by technology and location, but above all by social interaction and sharing the experience with loved ones, thereby creating a memorable collective moment.

1.0.10 Which film genres would you like to watch using smart glasses?

- Action
- Drama
- Comedy
- Horror
- Science fiction
- Classic films
- Documentaries
- Romantic
- Other



Analysis of Preferences in Film Genres

The results regarding preferences for film genres viewed through smart glasses show a clear orientation toward content with a strong visual and narrative impact, guiding the selection of Neovision's cinematic offering.

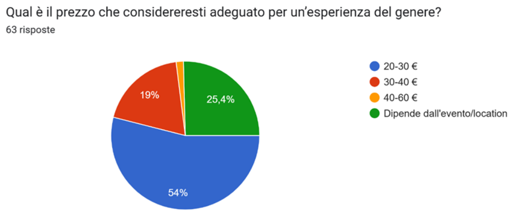
The leading preferences, ranked equally, are Action and Science Fiction, each accounting for 41.3% of responses. This finding confirms that audiences are particularly intrigued by visually intense films when experienced through smart glasses, enabling an enhanced and immersive viewing experience.

A notable level of interest also emerges for historical and documentary content, with Classic films (30.2%) and Documentaries (28.6%). These genres can be reinterpreted in a modern way through the use of smart glasses, which allow the integration of interactive elements such as archival materials and timelines alongside the screening. This result supports Neovision's targeting strategy and is consistent with its buyer personas, particularly those related to culture enthusiasts and students. Interest is also distributed across other genres, such as comedy and romance, which are therefore perceived as a transversal added value of the smart-glasses-based experience.

In conclusion, Neovision's programming will span a broad catalogue of major film productions, fully leveraging the distinctive potential offered by the new technology adopted.

1.0.11 What price would you consider appropriate for an experience of this kind?

- 20–30 €
- 30–40 €
- 40–60 €
- It depends on the event / the location



Analysis of Price Perception

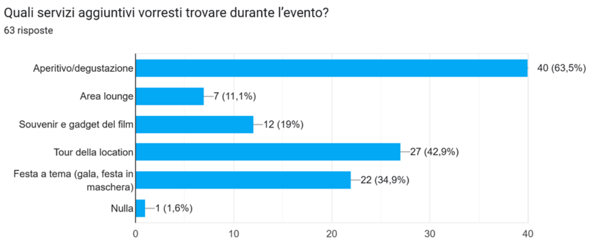
The analysis of the data related to the price considered appropriate provides insight into Neovision's positioning in the minds of consumers. The majority of respondents indicate an ideal price range of €20–30. This suggests a willingness to pay approximately twice the price of a traditional cinema ticket in order to take part in the cultural and immersive experience offered by Neovision.

In addition, about 25% of the sample state that the price depends on the event or the location. This result allows for the application of higher prices for exclusive events, such as screenings in particularly prestigious venues or meetings with well-known directors and actors.

Finally, nearly 20% of respondents are willing to spend €30–40. This segment supports the introduction of the Experience Card, where added value—such as gadgets and QA sessions with special guests—justifies a higher price level.

1.0.12 Which additional services would you like to have during the event? (Multiple answers were allowed)

- Themed parties related to the film
- Meetings with industry experts (actors, directors, etc.)
- Comfort and visual privacy
- Possibility to watch films in preview
- Gadgets
- Food and catering services
- Other (open-ended option)



Analysis of Additional Services and the Post-Event Experience

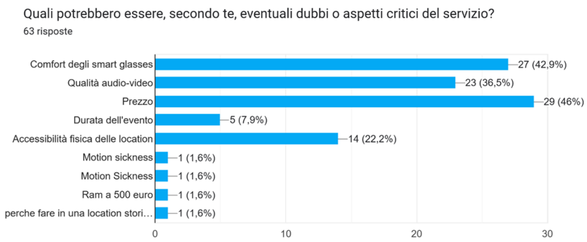
The data on preferences for additional services show that audiences are interested in extending the cinematic event into a more convivial and cultural experience. The importance of social interaction is clearly reflected in the 63.5% preference for aperitifs and tastings. Indeed, the food and beverage component is not perceived merely as an extra service, but as a key element for socialization and shared interaction after the screening.

One of Neovision's core brand values—namely, the enhancement of cultural heritage through the choice of historic venues, in collaboration with organizations such as the FAI and the Ministry of Culture—is further confirmed by the strong interest in guided tours of the location. This strengthens the connection between cinema and the local territory. In addition, the organization of themed parties (such as gala or masquerade events) and the offering of souvenirs or gadgets act as further incentives to participate in Neovision's service.

Neovision should therefore focus on an integrated offering in which the film screening is combined with gastronomic moments and guided tours. This approach transforms a simple cinematic viewing into a comprehensive event and also justifies positioning the service within higher price ranges compared to traditional cinema offerings, in line with the results of previous surveys.

1.0.13 What do you think could be potential concerns or critical aspects of the service? (Multiple answers were allowed.)

- Comfort of the smart glasses
- Audio and video quality
- Price
- Event duration
- Physical accessibility of the locations
- Other (open-ended option)



Analysis of Perceived Critical Issues

The analysis of the potential concerns perceived by the public highlights the areas on which Neovision should focus in order to improve the service and reduce possible barriers to participation. The main concern expressed by respondents is the perceived high price of the experience. For this reason, it is important to clearly communicate the added value of the service—such as the location, the technology used, and the live events—in order to justify its premium positioning compared to traditional cinema offerings.

Other relevant issues include the comfort of the smart glasses and the overall audio and video quality. These aspects require investment in high-quality hardware to ensure a comfortable and reliable experience for users. In addition, 22.2% of respondents point to physical accessibility of the locations as a critical issue. In line with Neovision's goal of creating inclusive and "barrier-free" events, it will be essential to ensure that villas and castles are easy to reach and accessible to all attendees.

Overall, addressing these concerns will be key to strengthening user trust and ensuring the long-term success of the service.

2 Cross-Tabulation Analysis of Responses

In addition to the analysis of individual survey questions, a cross-tabulation analysis was conducted to investigate the relationships between respondents' preferences and key features of the service. This approach provides Neovision with clear guidance for strategic decision-making and ensures consistency between the proposed business model and the expectations of the target segments identified through the buyer personas.

2.1 Age Group vs. Willingness to Pay

The cross-analysis between age groups and the price considered appropriate yields the following results:

- **Respondents aged 15–24** tend to prefer a price range of €20–30. This result is consistent with the buyer persona of students characterized by low to medium parental income.
- **The 25–34 age group** shows a higher willingness to pay, with a preference for the €30–40 range. This greater spending propensity can be attributed to the perception of having an independent personal income, reflecting their employment stage of life.
- **Respondents aged over 45** most frequently selected the option "It depends on the event/location". This suggests that, for older audiences, willingness to pay is closely linked to the perceived exclusivity and added value of the experience.

2.2 Analysis of Critical Issues by Occupation

By cross-analyzing the main concerns with respondents' occupational status, the following relationships emerged:

- **Students – Price**: the association between student status and concern about price reflects the lower level of independent spending capacity typical of this segment, in line with the buyer personas. To address this issue, Neovision plans to introduce special packages for schools, offering discounted rates compared to the standard price.
- **Freelancers and Entrepreneurs – Audio-Video Quality and Smart Glasses Comfort**: this target group, accustomed to high standards of efficiency and technological performance, identifies the wearable device as the main critical aspect of the experience.

2.3 Age Group vs. Preferred Location Analysis

The results of the cross-tabulation analysis are summarized in a matrix illustrating preferences for historic locations by respondents' age group. This analysis supports operational marketing decisions, particularly in identifying the most suitable venues for hosting initial events based on the target audience Neovision aims to reach.

Age Group	Historic Villas	Botanical Gardens	Castles	Beaches/Natural Locations	Rooftop
15-24 years	High	Medium	Medium	**Maximum**	High
25-44 years	**Maximum**	High	High	Medium	Medium
45+ years	High	Medium	**Maximum**	Low	Low

As shown in the cross-tabulation table, the following relationships can be identified:

- **Young target (15–24 years)**: preferences are mainly oriented toward beaches and natural settings, together with a strong interest in rooftop locations. This pattern suggests that younger audiences seek informal, highly shareable, and "Instagrammable" experiences.
- **Adult target (25–44 years)**: historic villas emerge as the most preferred locations, alongside a high level of interest in botanical gardens and castles. This group appears to value experiences that combine film screenings with a deep immersion in historical and cultural heritage.
- **Senior target (45+ years)**: castles are identified as the most preferred location overall. This segment shows limited interest in natural settings and rooftops. Therefore, to effectively engage senior audiences, Neovision should focus on events hosted in solemn and architecturally prestigious locations.

2.4 Analysis of Film Genre Preference vs. Type of Location

This cross-tabulation analysis between film genres and the types of locations chosen by users allows Neovision to design event programming that matches specific locations with film genres in order to maximize their emotional impact.

Film Genre	Historic Villas	Botanical Gardens	Castles	Beaches/Natural Locations	Rooftop
Action	18	16	9	15	**21**
Science Fiction	15	**22**	11	14	19
Classic Films	**31**	17	12	6	8
Horror	9	**28**	5	11	4
Documentaries	12	6	**19**	17	10
Drama	**22**	11	10	7	5

According to the results shown in the table, the following relationships can be highlighted:

- **Classic and Drama films in Historic Villas (53 total preferences)**: there is a strong association between auteur cinema or great classics (such as *La Dolce Vita*) and the elegance and charm of historic villas.
- **Horror and Science Fiction in Castles (50 total preferences)**: castles are confirmed as the ideal locations for genres that emphasize tension, mystery, or epic atmospheres.
- **Action films on Rooftops (21 preferences)**: the action genre appears to find its most suitable setting on rooftops, immersed in the dynamism of modern urban environments.
- **Documentaries in Botanical Gardens (19 preferences)**:there is a clear preference for cultural and scientific content when surrounded by natural green spaces, which enhances reflection and engagement.

2.5 Analysis of Price Adequacy vs. Additional Services

The results of the following cross-tabulation analysis are presented in a matrix, where the values indicate how frequently each additional service (such as aperitifs/tastings, guided tours of the location, souvenirs/gadgets, etc.) was selected within each price range.

Price Group	Aperitif/Tasting	Location Tour	Souvenir/Gadget	Lounge Area	Themed Party
20-30€	7	4	9	3	2
30-40€	19	11	6	8	5
40-60€	8	7	2	4	6
Depends on the event	11	9	5	7	6

The analysis shows that, within the €30–40 price range, 19 out of 22 respondents (approximately 86%) expressed a preference for the inclusion of an aperitif or tasting. This finding indicates that, once the price exceeds €30, customers expect food and beverage services to be an integral component of the offer rather than an optional add-on.

Respondents who selected the lower price range (€20–30) appear to focus primarily on the cinematic content itself, displaying less interest in more complex complementary services such as guided tours or themed events.

Similarly, users willing to spend between €40 and €60 express interest not only in the film screening, but also in a comprehensive and exclusive event experience, including guided tours of the venue and participation in themed parties.

Finally, respondents who selected the option "It depends on the event/location" show a strong interest in guided tours of the venue. This result supports the possibility of applying higher prices when exclusivity is offered, such as access to historic villas that are normally closed to the public.

2.6 Analysis of Age Group vs. Perceived Service Critical Issues

The cross-tabulation analysis between age groups and perceived service critical issues is useful for identifying potential barriers to the adoption of Neovision's service and for defining operational marketing strategies aimed at reducing perceived risk across different segments. The results of the analysis are presented in a matrix, where the values indicate the frequency with which each critical issue was reported within each age group.

Age Group	Smartglasses Comfort	Audio-Video Quality	Price	Event Duration	Location Accessibility
15-24 years	12	15	26	8	4
25-34 years	9	11	10	3	2
35-44 years	4	5	3	1	2
45-54 years	6	5	2	2	3
55-64 years	3	2	1	0	2
65+ years	1	1	0	0	1

The cross-analysis between demographic data and perceived critical issues shows that concerns vary significantly with age. The main relationships identified are outlined below.

- **Young target (15–34 years) and price**: for younger users, the economic barrier represents the main critical issue. Audio and video quality is also a major concern, suggesting that this group is willing to pay only if the technology delivers a fully immersive experience.
- **Adult target (45–64 years) and physical comfort**: beyond the age of 45, concern about price decreases, while doubts about the comfort of smart glasses increase. Users in this group may worry that the device could be heavy or uncomfortable for the eyes during longer screenings.

- **Senior target (65+ years) and accessibility**: although the over-65 sample is relatively small, a specific sensitivity emerges regarding the physical accessibility of the locations, in line with the pain points identified in buyer personas related to older audiences. Since the service takes place in historic villas, botanical gardens, and castles, Neovision will need to carefully manage accessibility barriers, such as stairs or uneven paths.

2.7 Analysis of Age Group vs. Preferred Company

The cross-tabulation analysis between preferences for the social mode of participation in the experiential cinema service and users' age groups highlights a clear transition from sharing the experience with friends to sharing it with family members.

The values reported in the matrix presented below represent the frequencies of participation in the different social modes for each age group.

For the young target (15–34 years), the immersive cinema experience is perceived almost exclusively as an activity to be shared with a group of friends, functioning as a true social event.

From the age of 35 onwards, a shift toward a family-oriented dimension can be observed. For this segment, the experience offered by Neovision becomes an opportunity to be shared with family members, such as partners, children, or relatives.

In addition, the option "alone" received very few preferences. Despite the individual nature of smart-glasses technology, users choosing Neovision seek a shared experience. The collective dimension of the event is further reinforced by common spaces, post-screening activities, aperitifs, themed parties, and other moments of social interaction.