I: What do you think could be the critical issues related to the use of smart glasses for film viewing, and how much might these concerns influence your participation in the service?

P2: "One of the most critical aspects concerns the comfort of the smart glasses. If they were excessively heavy or too tight, a screening lasting around two hours could quickly become unbearable, significantly compromising the enjoyment of the viewing experience. In addition, there is the potential risk of nausea or dizziness, particularly in the case of highly dynamic films or those featuring frequent camera movements, which could intensify physical discomfort. Another important issue relates to the social dimension of the cinematic experience. The use of smart glasses could create a sense of isolation, preventing the exchange of glances or brief comments with the person accompanying the viewer. Since going to the cinema is often a shared activity, the possibility of interacting—albeit discreetly—during the film represents a non-negligible aspect of the overall experience. Overall, if comfort were not fully satisfactory, the experience would likely be perceived as something to try once out of curiosity, without encouraging repeated participation or long-term engagement with the service."

P3 replies with concern: "Regarding smartglasses, despite the unique vision they offer, the critical issues I believe could arise concern comfort, safety, and the duration of the experience. I wonder if smartglasses are adjustable, suitable for children, and whether they could cause eye strain. Furthermore, as a parent, I immediately think about the device's sturdiness, as it could easily break due to children's hyperactivity and hygiene, especially if they're used by many people."

P4 adds: "I'm worried that little girls might get tired from watching a movie for so long with smartglasses. However, if the service is truly designed for them, I expect there to be breaks so as not to make watching difficult."

P6 interjects spontaneously: "I'm very curious to try them; I'd wear them without a problem."

P5 adds: "For me, it's enough that they don't hurt my eyes and that I can hear the music well."

P7: "My main worries would be about visual quality and potential distraction. I would want to make sure that the image resolution is high enough, that there are no glitches, and that the glasses don't feel heavy or intrusive. If the technology is noticeable in a distracting way, it could break my immersion and make the movie feel less engaging. I also wonder whether the glasses might cause discomfort after sitting for a long period. For me, these factors are important because I want the experience to feel smooth and immersive rather than uncomfortable or annoying."

P8:"My main concerns would be related to physical comfort. Wearing smart glasses for the entire duration of a movie could feel tiring or even slightly uncomfortable, especially if they are heavy or don't fit well. I would also worry about eye strain or headaches if the visual experience is not perfectly optimized. Another concern is whether the image would remain sharp and comfortable to watch throughout the film, because if the visual quality drops or feels unnatural, it could reduce my enjoyment. Overall, I think these issues would be important to consider, but I am still curious to see how well the technology performs in practice."

P9:"I would be concerned about practical and technical aspects. For example, battery life is a big question—if the glasses run out of power before the movie ends, that would be very frustrating. I would also worry about reliability, whether the device could malfunction or freeze during the screening. Hygiene is another important point for me, especially if the glasses are shared between different users. I would want to know that there are clear cleaning procedures and strict sanitation standards. While these issues wouldn't completely discourage me, I would need reassurance that the service has addressed them properly."