

I: Based on your experience as an “early adopter,” how innovative do you consider our service on a scale from 1 to 10?

P2: “The smart glasses technology itself is not new (it has existed for years), but its application to the business model (distributed cinema + hybrid subscription) is very innovative. The innovation lies in the overall experience rather than in the hardware alone, although I am concerned that it may struggle to take off.”

P7: "I would rate it a 7. I recognize its innovative potential, but I'm slightly cautious in my evaluation. Some aspects feel familiar individually, like expert commentary or unique event screenings, but the combination is promising. I think the true level of innovation would become clearer after experiencing the service firsthand—seeing how smooth, immersive, and engaging it actually feels. At this stage, I appreciate the idea and the concept, but I would need to test it to fully judge its impact."

P8: "I would rate it a 9. The service feels very innovative because it combines several elements—technology, cinema, and historic locations—into a single, coherent experience. What I find particularly innovative is not just the use of smart glasses, but how the technology is integrated with the physical setting and the film itself to create a completely new way of watching movies. It redefines the context of film consumption and makes it feel more personal and immersive. From my perspective, this is the kind of innovation that goes beyond gadgets and focuses on the overall experience."

P9: "I would give it an 8. While some individual components, like using technology or attending special screenings, already exist in other forms, the way they are combined here is new. The innovation lies in the integration of these elements into a single experience rather than in a single technological breakthrough. It's the overall concept—immersive cinema in a historic setting with smart glasses—that makes it feel fresh and different. I see a lot of potential for this approach to redefine how people experience movies."