

# NEOVISION

## Context

We operate in the cinema exhibition sector, mainly dealing with the screening of films. In recent years, the cinema exhibition sector has undergone impactful transformations. Due to the changes linked to the way in which the service is used, the Covid-19 pandemic and the spread of streaming platforms led to a reduction in the attendance of traditional cinemas.

However, a new trend has emerged: audiences still love cinema, but are looking for more engaging and highly personalized experiences, capable of encouraging them to leave their homes. From this perspective, in recent years interest has grown in the so-called **“experiential cinema”**, which includes suggestive settings, engaging technologies, and narratives capable of generating profound and peculiar emotions. On this point, progress in the field of wearable devices comes to our aid. These tools are able to provide audiovisual content in a personal and interactive way.

## Service

**WHO WE ARE:** We are a company, named Neovision, dedicated to reimagining the way people experience cinema. Our company not only offers a traditional cinema service, but also introduces a completely new way of experiencing cinema.

Our new service includes:

- **a standard offer of film events** in historic locations, in collaboration with local and national authorities, including the FAI (Italian Environment Fund) and the Ministry of Culture. Movies are viewed using smartglasses with an integrated sound system. We offer an occasional cinema service and set up the location based on the type of film or the holiday season in which the event takes place. We guarantee the viewing of upcoming films, for example “The Odyssey” by Christopher Nolan and “Masters of The Universe” by Trevis Knight. In addition, our offer includes the screening of past films, on occasion of anniversaries since the release of the films themselves, or the main actors' birth or death involved. Additionally, we organize events and/or interludes following or contemporaneous with the screening, including the participation of actors, directors, entertainment personalities, experts, such as university professors and writers, and artists. For example, this year, on the occasion

of the 50th anniversary of Dario Argento's horror film “Deep Red”, during the screening via smartglasses, stage actors appear in the theater as surprises disguised as the film's characters. Another example could be the screening of “La Dolce Vita”, 30 years after the death of actor Marcello Mastroianni. In order to make guests see not only the film, but the atmosphere of Fellini's Rome again, adopting a precise 60s' style dress code (tuxedo, cocktail dresses and elegant hats), also in view of an aperitif “Fellini Tonic” that we will offer after the viewing;

- **special packages for schools**, featuring discounted access to screenings of educational and inspiring films. To emphasize the educational purpose, we organize educational meetings. For example, at the end of 2025, in view of the release of James Vanderbilt's film “Nuremberg”, especially for students, we would like to invite professors, philosophers, psychologists, and popularizers like Alberto Angela to critically comment on the film's themes, once again using smartglasses to project archive documents and interactive timelines. There is also the possibility of customizing the offer based on the requests of the schools;
- **family packages** for screening children's films, such as those produced by Disney. To extend the enjoyment for both children and parents, we will organize themed events featuring actors portraying characters from the films. They will engage children in re-enactments of selected musical scenes, enriched with karaoke and dance activities.

## Service Sales model

We present our service to customers through the following channels and approaches:

- tickets that can be purchased from our website (at a price of 40€);
- “Experience Card Premium” (payment of a fixed fee that includes access to 10 film screenings, along with gadgets and a Q&A session with special guests). The cost of this pass is €300, applying a €10 discount on each of the 10 tickets included in the subscription.
- “Life Moment Card” (paying a fixed fee for watching 4 films including free gadgets). The cost of this pass is €120, applying a €10 discount on each of the 4 tickets included in the subscription.
- remaining tickets may be purchased directly on-site, immediately before the film screening at the ticket offices set up for the occasion in the historic locations, at a price of 40€.

If the immersive cinema project does not work out, customers will still be able to use their subscriptions—after adjusting their validity—for our regular cinema service.

## Goals

**Our aim is connecting artistic beauties to technological innovation using ultra-modern smart glasses.** The union between past and future allows to create immersive experiences, establishing a deep emotional connection with the surrounding environment. Devices are equipped with their own audio apparatus integrated to the device itself. We want to create different experiences suited to meeting the preferences and needs of our customers based on what is conveyed. Indeed, we also aim to satisfy the portion of the clientele more linked to the traditional vision of cinema or people with lower willingness to pay.

Furthermore, we decided to maintain a classic service delivery method, also in view of the huge investments in order to offer a more innovative type of cinema. If our project does not succeed, we are still able to recover costs, through the more traditional activity.

We consider this period as a good opportunity for expanding the range of our services because the market shows particular interest in alternative and more emotionally engaging cinema.

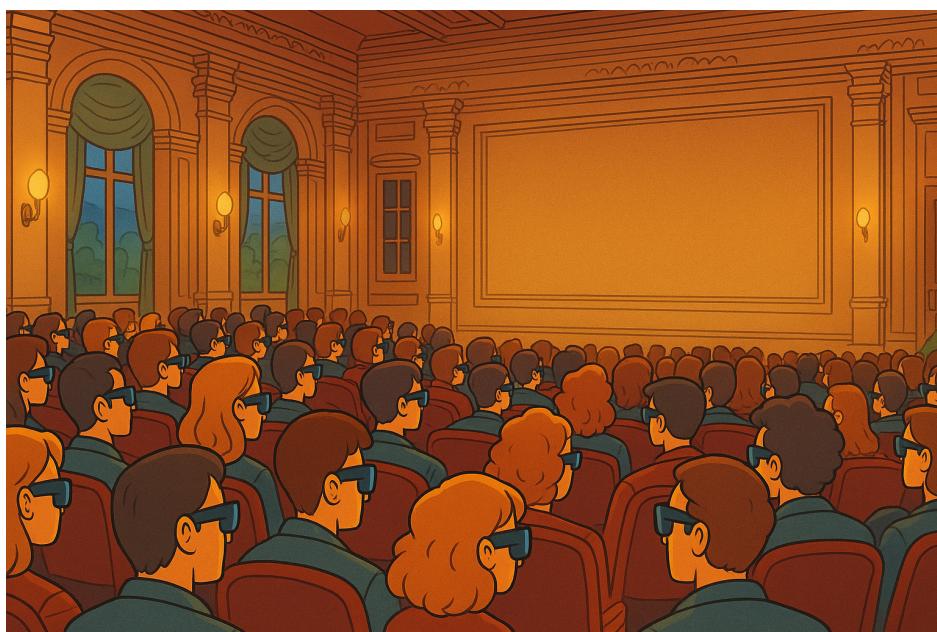
This can be very useful for our business, because it allows us to expand our customer base because this integrated experience between technology and culture is capable of attracting even those consumers interested in a more exciting cinema.

## Mission

Our company's mission is to offer **a new way of cinematic experience that combines technological innovation, cultural heritage and sustainable entertainment.** We want to take cinema out of traditional schemes, creating immersive events in historic villas and art venues, where every spectator, wearing smart glasses, can experience the film in a personal, engaging and barrier-free way.

## Vision

The vision of our company is to become a point of reference for the cinema of the future, where technology, culture and art meet **to create multisensory and shared experiences.** Let's imagine a world in which watching a film means experiencing a place, a story and an emotion, maintaining a connection with the environment and the people around us.



## Brand Values

Our project reinterprets cinema as a cultural and immersive experience outside of theaters. It is based on:

- **innovation:** we transform cinema into an immersive experience thanks to smart glasses, transcending the confines of traditional cinema;
- **valorization of heritage:** historic villas, by enhancing their historical heritage, become part of the experience, blending technology, art, and history;
- **cultural sustainability:** we choose historic villas renovated by the FAI, contributing to the protection of heritage and promoting a sustainable use model that respects places and their cultural value;
- **cultural education and dissemination:** we offer educational activities for schools and young people, helping them discover the language of cinema and cultural heritage through engaging experiences and playful activities;
- **memory and cinematic tradition:** we tell the history of cinema with dedicated content, retrospectives and events that highlight its origins, its evolution and its protagonists;
- **spectator centrality:** the user experiences an emotional and engaging journey without neglecting the value of sharing the experience, which is not limited to entertainment alone;
- **quality and comfort:** every detail —from the locations to the technology used, from the reception to the catering services— is designed to offer an experience of high comfort and quality;
- **emotion:** we create memorable moments that combine wonder, immersion, and connection with place and storytelling.

## Tone of Voice

The tone of the brand combines professionalism, involvement and elegance. These features allow us to communicate effectively with customers from different demographics, and to offer an immersive and unique experience:

*“Discover a new way of experiencing stories. Every film becomes an immersive experience: you enter the world, we think of magic.”*

## Positioning

Our enterprise through its innovative service is positioned at the intersection of experiential cinema, wearable technology and the enhancement of cultural heritage. We are not only a traditional cinema, nor a streaming platform, but a new model of immersive and widespread cinema enjoyment. Through the use of latest generation smart glasses, we offer the public an experience that combines comfort, freedom and sensory involvement.

Our positioning is founded on four main pillars:

- **technological innovation**: we introduce cinematic vision via smart glasses, integrating video, audio and interactivity into a single device;
- **cultural and territorial experience**: we enhance the Italian architectural heritage, transforming it into a living framework for film narration;
- **sustainability**: we reduce the environmental impact compared to traditional rooms, favoring local, outdoor and energy-efficient experiences, through the use of historic places such as villas and gardens;
- **design and lifestyle**: we offer a product that blends entertainment and style, aimed at a curious, dynamic and aesthetic-conscious audience.

In essence, our competitive advantage lies in the fusion of technological innovation, heritage enhancement, and emotional engagement.

## Our direct competitors

Among our direct competitors we find companies:

- **Secret Cinemas**: businesses where audiences buy a ticket without knowing the exact location or full details, and the event takes place in a secret venue transformed to recreate the world of the film. We stand out for using advanced technology and setting in pre-existing historic locations;
- **Open-air cinema**: hosted in historic locations. This form of event combines film screenings with the appreciation of cultural and architectural heritage, but without technological enhancements devices or additional activities connected to the screenings;

- **Collective VR/AR experiences:** where technology replaces both the physical setting and the traditional cinematic experience with full immersion in a virtual environment;
- **Film events:** featuring guest speakers and post-screening discussions (such as the Rome Film Festival). In these events, the film serves as a starting point for cultural and educational dialogue with experts and industry professionals. This format does not include any technological component.

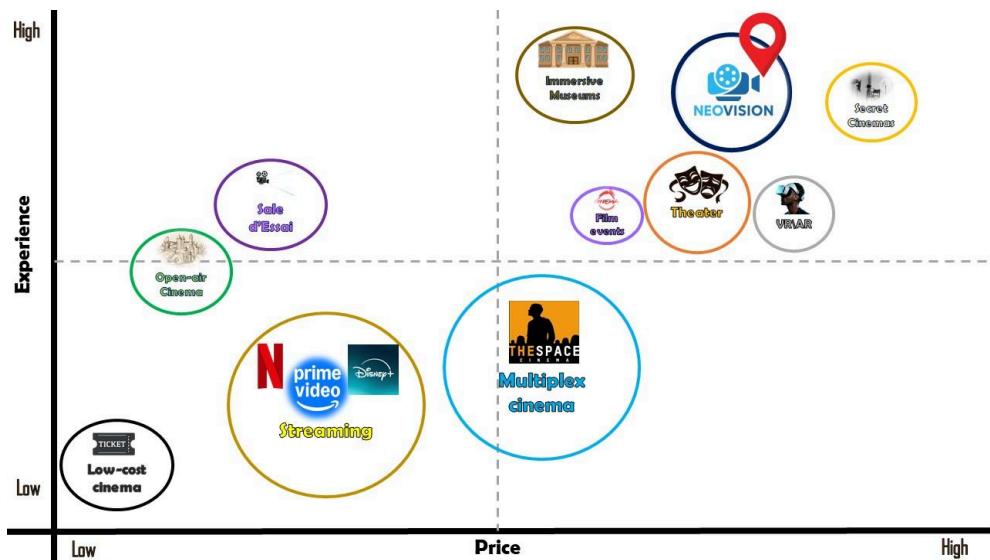
## Our indirect competitors

Among our indirect competitors we find:

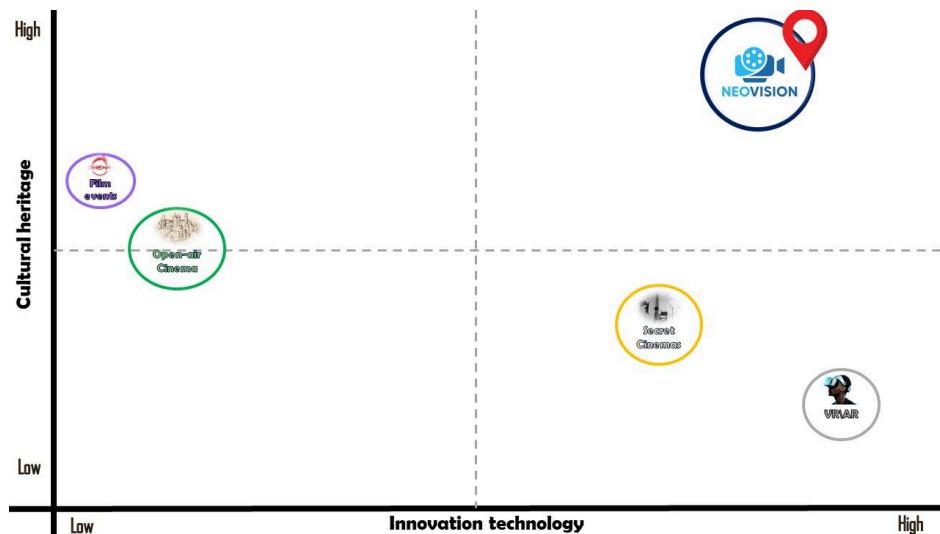
- **Immersive Museums:** provides sensory, digital, and all-encompassing experiences, focusing on art, history, and science, but not in the film industry;
- **Multiplex cinema (e.g. The Space Cinema):** this is a form of cinema oriented towards the screening of upcoming films for high volumes of spectators with standard prices, lower than ours. However, the added element of the historic location and immersive technology, which we offer instead, is missing;
- **Low-cost cinema:** this is a cinema that offers low-priced film viewing for a limited audience, as it is mainly located in small towns;
- **Sale d'Essai:** is a form of cinema aimed at promoting culture, art, and experimentation, not only through the screening of arthouse or independent films and documentaries, but also through meetings with authors, directors, and critics, and meetings with schools;
- **Streaming (Netflix, Amazon Prime, Disney+,...):** they distribute multimedia content, such as films, TV series and documentaries. They allow you to see a film immediately, sitting comfortably on your sofa, but they lack the social and immersive, as well as technological, factor offered by our company;
- **Theater:** it is based on live performances, guaranteeing a high level in terms of experience, however it lacks the use of wearable devices, which are of fundamental importance for our enterprise, as they guarantee to be able to use the service.

In short, our competitive advantage lies in the fusion of technological innovation, heritage valorization, and emotional involvement.

By the way, the positioning map related to the new immersive cinema service introduced recently by our company is shown below. The variables chosen are the price and the experience's level. Direct and indirect competitor positionings are displayed in the map, according to the different market shares.

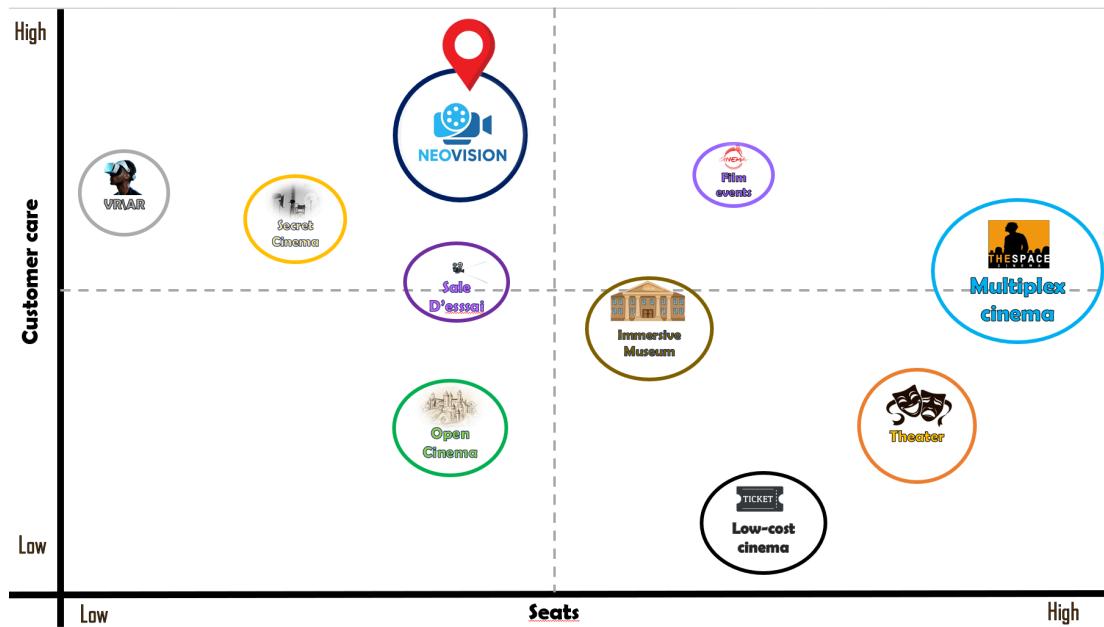


Below, we provide a positioning map that presents the variables: cultural heritage and innovation technology, but with a focus on our company's positioning compared to direct competitors only.



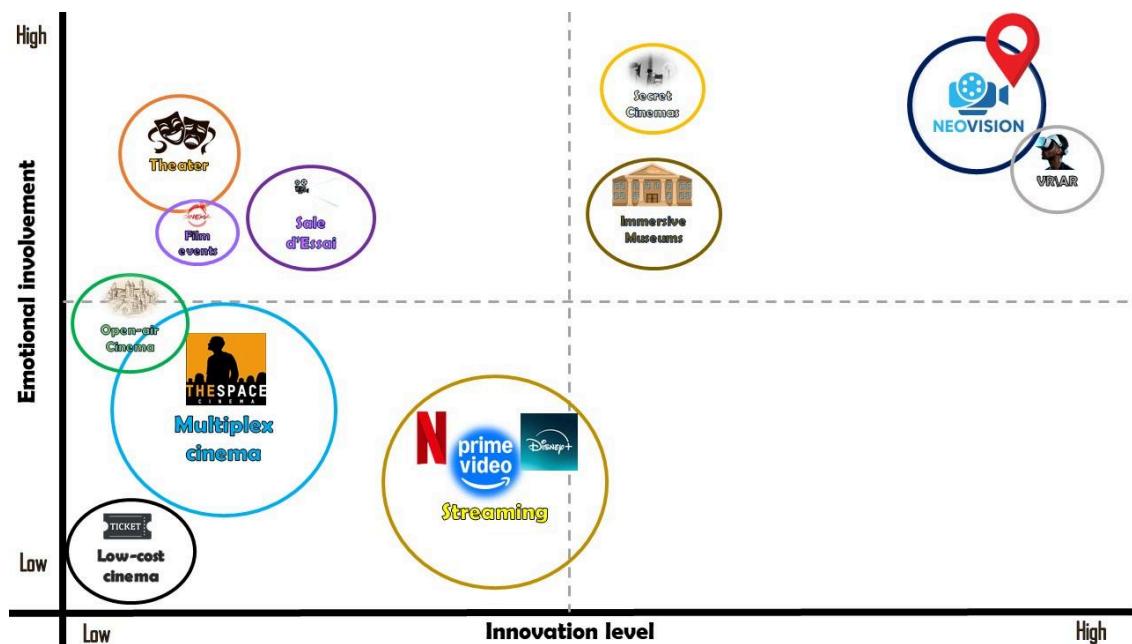
- **Cultural heritage**: measures cinema contribution in order to highlight historical places and cultural traditions.
- **Innovation technology**: refers to the use of new technologies and how they modify traditional cinematic experience through inventive format and a new way to engage consumers.

Additionally, we created other positioning maps for our brand compared to some relevant competitors, given the selected variables. The first one considers customer care and number of seats as variables.



- **Customer care:** represents the overall quality of the experience such as attention to the audience, comfort, and extra services. It is crucial because today the value lies not only in the film but in the experience surrounding it. Higher levels of customer care promote customer loyalty and create a distinctive position in a market where content is accessible everywhere.
- **Number of seats:** shows how many people a venue can serve at once and defines its business model. Small venues offer exclusive, high-value experiences, while large venues rely on volume and lower prices.

The last positioning map that we created considers emotional involvement and innovation level as variables.



- **Innovation level:** extent to which the service introduces new technologies or formats compared to traditional offerings.

- **Emotional involvement:** intensity of experience perceived by the public, based on the level of immersion and social interaction.