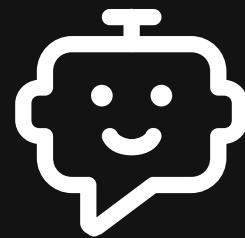


Hello Garfield

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Lights, Camera, Chatbot:
Your Guide to the
Perfect Movie Night.





Agenda

Overview/Agenda:

- Introduce the concept of a VR/MR immersive movie theater app.
- Outline the integration of a character-based chatbot concierge.
- Highlight personalization features for movie recommendations and supplementary content.
- Detail the Hackathon challenge to build a video Q&A chatbot.

01

Problem



02

Solution



03

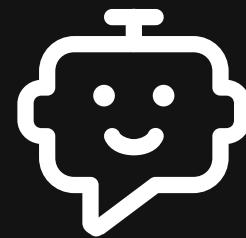
Case Study



04

Next Steps





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MOVIE 🎬 DINNER 🍴 PARTY 🎉

Beyond the Big Screen:
Your Movie, Your Way.



Try Pitch

01

Traditional movie selection is overwhelming and often impersonal.

Existing VR/MR experiences lack personalized guidance and content integration.



Problem

02

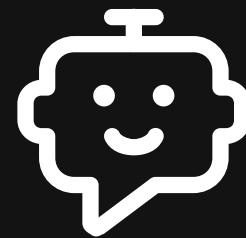
A VR/MR movie theater app that leverages a character-based chatbot for personalization.

RAG Chatbot provides tailored movie recommendations based on user preferences using Twelve Labs API.

Integrates suggestions for related merchandise, food, recipes, and other content.



Solution



Elevator Pitch

Imagine stepping into a virtual movie theater, a giant screen before you. But instead of previews, you're greeted by a familiar face – maybe a beloved movie character or a famous critic. This chatbot concierge knows your tastes, suggests films you'll love, and even recommends snacks, recipes, or merchandise to complete the experience. It's personalized entertainment, elevated by the immersion of VR or Mixed Reality.



02

VR/MR development platforms (e.g., Unity, Unreal Engine).

Twelve Labs Embed API for video analysis and Q&A chatbot functionality. Natural language processing (NLP) for chatbot conversation.

AWS Sagemaker, Lambda, S3, DynamoDB, Amazon Open Search Service for Retrieval Augmented Generation



Technology

03

Partner with movie studios and streaming platforms for content licensing.

Collaborate with brands for merchandise and product integration.

Leverage social media and influencer marketing for promotion.

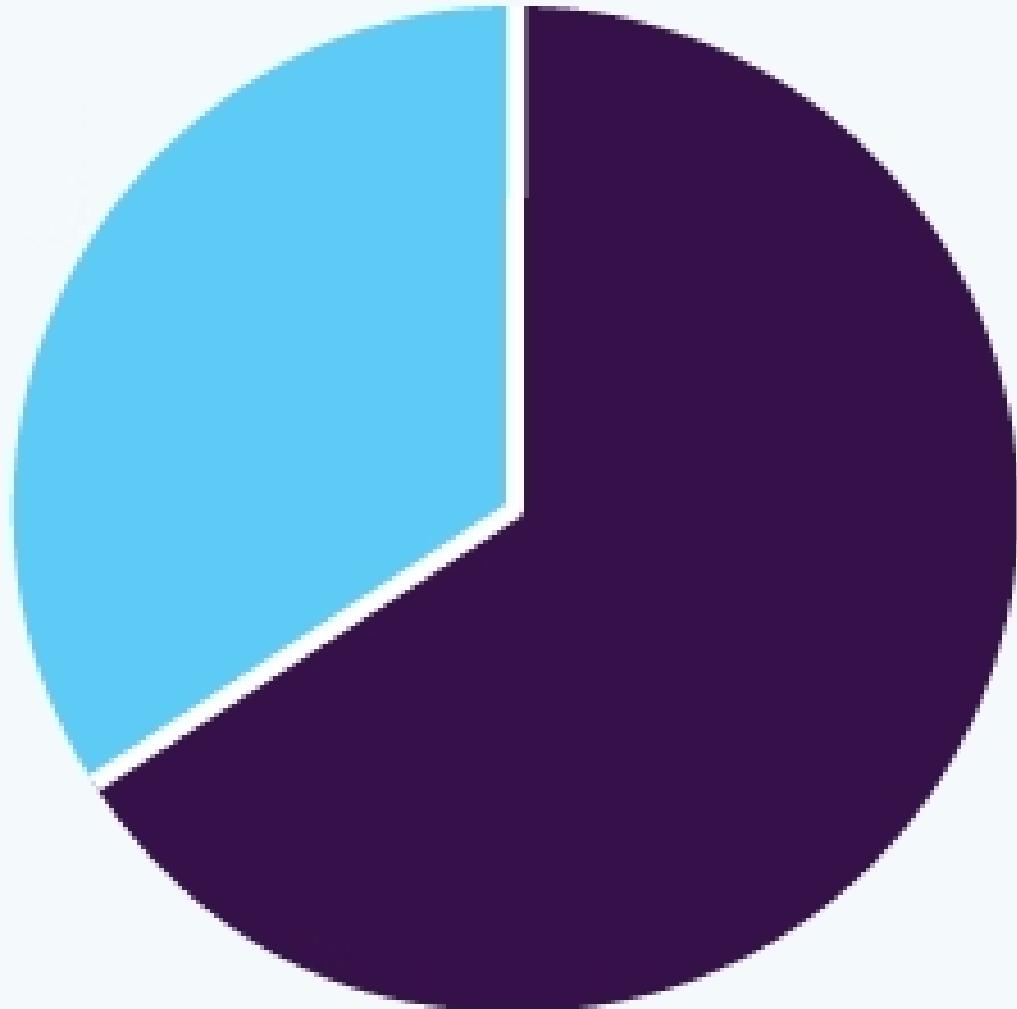
Target VR/MR enthusiasts and movie lovers.

Go-to Market Strategy:



Global Movies And Entertainment Market

Share, by Product, 2023 (%)



● Movies ● Music & Videos



GRAND VIEW RESEARCH

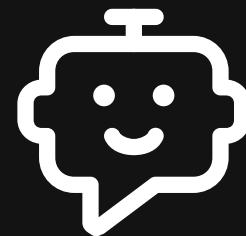
\$100.4B

Global Market Size,
2023

Source:
www.grandviewresearch.com



81% cook @ home



54% learn from Tiktok & YouTube

33% shop groceries online

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04

Conduct market research and user testing.

Secure partnerships and funding.

Develop and refine the VR/MR app and chatbot technology.

AI HRDI skybox image generator- user can input anything they want... AKA clouds, anime garden, beneath sea, and more.

Next Steps



Meet The Team



Lauren Descher
Unity VR Engineer
Project Manager



Dulce Baerga
Technologist
3D Artist

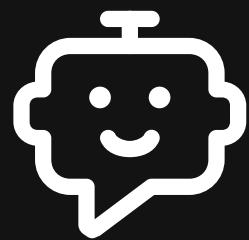


Cat Rhee
Creative Director
Product Dev



George McKinney
Technologist
Developer





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Thank you.





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