

DIGITAL CINEMA 2.0

Reinventing the DVD and Ancillary Markets in the Age of Digital Cinema

For studios to make the transition to “digital cinema as a platform,” i.e. movie lifestyles accessible through branded (rich media) experiences, what is required is specific media technologies. The Cineramba and Coloramba co-portal design -- co-linking intangible and tangible movie world IP, with diegetic (onscreen), and non-diegetic (offscreen) experiences -- includes new IT (custom media technology) built on top of digital cinema, which to this point has only been industry-facing. With a new consumer-facing digital cinema initiative (social, interactive, branded, real-time and sustainable), the future of cinema can be aligned with convergence imperatives which have otherwise cannibalized revenue streams and forced a shift to narrative design imperatives more suited to the global box office (tentpoles). Currently there is no sustainable model for smaller domestic projects (tadpoles), but with Cineramba and Coloramba the heyday of the breakthrough indie reaching blockbuster monetization may have a new technique, allowing cinema as a cultural art form to define a niche against more spectacular entertainment commodities. With Cineramba and Coloramba being entertainment-sided portals, disruption would be “planned,” initiated from within, allowing for legacy business models to evolve rather than erode, by applying proactive rather than reactive market strategy. And with proprietary media technologies, the opportunity to impact viewership and ownership fragmentation can be battled on cinematic terms, by co-opting market VOD/SVOD platform tactics, franchising into new ancillary territory, and launching digital cinema personalization.

2X (DIGITAL CINEMA): Digital Cinema Co-Platforms

CINERAMBA CUSTOM HYPERMEDIA, platform specific digital cinema media technology includes: dialogue, photo and video sharepools (part of user-generated “retreads”); character profiles and character interviews; networked real-time social; 360 set tours and 3D prop spots; integrated app experiences (like The Flash photobomb app); the audiogram and interactive tableau (which function as the hyperstory mobile launch point and interactive story locus, respectively); and the digital cinema hypervideo console and storybar navigator. A sample hyperstory, the Conversation with Superman (CwS) prototype, is presented for MOS:BvS using the character interview format, written with social and interactive expansions, and branded/sponsored extensions, with a featured time- and event-based encounter. The CwS hyperstory would be hosted on the Cineramba (alt. CwS campaign) website, including pre- and post-theatrical enrichment and engagement, that expands and redesigns what was once the arch media of home entertainment (the DVD) into a new convergence territory (exceeding UltraViolet), built as an enhanced digital cinema movie going platform (with one-shot ticketing options for theatrical, digital and augmented experiences). Specifically, hyperstory as a “medium” presents a uniquely cinematic digital distribution channel (differentiated from Netflix, Hulu, HBOnow,...), with a content management system supported by proprietary technologies suited to theatrical marketing, cinematic viewing, and next-gen

movie goer content ownership with participatory consumption (rated-S model). And with enhanced and rich media movie experiences, a new economy for theatrical marketing offers new action and transaction pathways that connect fans and brands, and enrich movie goers with new tools to experience the characters, themes, and movie worlds they love -- with also hyperlinks into ancillary territories, organized as the Coloramba experience.

COLORAMBA CUSTOM HYPERMEDIA, platform specific media technology (skewed toward story "transactions," rather than story "actions") includes: merchandising and display technologies that are designed to showcase rich media movie content (wardrobe, props, cars, furniture, product integration/ placement, filming locations, etc.) using 3/2-G proscenium architecture (a lean and layered version of 3D more appropriate to "window shopping"); complemented by a universal wish list and shopping cart; color wand technology; real-time models; and user size and style profiles -- all oriented using character-based "personas," aka "masks and totems" (from movies and TV), across fully extended brand experiences (shopping, dining, travel, and related lifestyle products and services), organized using a hosted itinerary, with real world augmentation/interactivity, collectively called a "gostory." Gostory, respective to Coloramba (like hyperstory is respective to Cineramba), allows users to more deeply engage with both the subjective value and objective content mined from the movie assets and IP, using a transaction based ecology that connects the narrative with the real world. The gostory, in particular, is a scripted itinerary based on character choices and preferences in which fans can go on a day trip with guided experiences (such as out to lunch and then shopping, connected via a single packaged deal). Gostories use character profile data, destination-based GPS and personalized travel maps, offering basic (app-based) or enhanced (concierge-based) brand experiences and user packages. Each gostory is like spending a day with your favorite character which includes mobile content such as personal videos that launch when you arrive at a restaurant (e.g. with recommendations of the characters favorite dishes), or when shopping retail (e.g. what wardrobe outfits the character owns or would recommend), etc. Gostory packages offer users multi-transaction discounts and pre-purchase pricing options. But this is only one signature vertical of the Coloramba experience which is focused on rich media ecommerce, affinity display and merchandising, enhanced body profile (size, fit, style personalization), augmented brand experiences (via content marketing and co-branded entertainment), and story-driven curation from movies, magazines, books, music, fashion, durable and fast moving consumer goods (featuring new product releases, product/service demos and user-influencer character endorsements) -- comprehensively organized as a cinematic lifestyle destination.