



cinema  
next



FREQUENTLY-ASKED  
**QUESTIONS**

## FREQUENTLY-ASKED QUESTIONS

### 1 INTRODUCTION...

#### *What is the CinemaNext VR offer for exhibitors?*

The CinemaNext VR offer consists of equipment and content in Virtual Reality allowing audiences in cultural spaces of all types (movie theatres, museums, concerts) and all surface areas to enjoy exclusive, immersive VR experiences. It is a diversified offer that fits every type of space, offering content that is regularly updated and accessible to all. The set-up can be temporary or permanent.

#### *What are the advantages of this offer compared to its competitors?*

The main advantages of the CinemaNext VR offer are the price, the diversification of activities and revenues for exhibitors and the increase in cinema occupancy, making it possible in particular to attract a younger public. This innovative, future-oriented offer is designed as a cohesive whole from installation to content renewal and also relies on a robust and regularly updated content catalogue.

#### *Why is virtual reality strategic for cinema exhibitors?*

Virtual reality is a strategic issue for cinemas as it will increase the number of visitors and thus the revenues of other products and services offered by exhibitors. It is also a new, innovative offering enabling all exhibitors to remain at the forefront of the audiovisual leisure sector outside their cinema auditoriums.

#### *How was CinemaNext VR born within the Ymagis Group?*

Ymagis Group aims to offer exhibitors the most innovative technologies for their cinemas, such as EclairColor HDR certification for the image or the Sphera premium cinema concept, but also supplementing their auditoriums with virtual reality gaming equipment offers to best meet their audiences' expectations. Ymagis, the European leader in services and technologies for the film industry, is positioning itself as a forerunner of turnkey VR solutions on the market thanks to the expertise of its CinemaNext subsidiary and its large network of exhibitor clients.

#### *Where is the virtual reality market in cinemas today?*

Today, there are nearly 500 virtual reality arcades around the world. In Europe, the market remains relatively marginal, but development is booming in Asia, Latin America, and North America (Cineplex in Canada, AMC in the United States, or IMAX with the opening of IMAX VR centres).

#### *What is the link between CinemaNext VR and Illucity?*

The CinemaNext VR concept capitalises on the attractions deployed in the Illucity sites and benefits from the expertise acquired in terms of equipment and content.

### 2 FOR THE EXHIBITORS

#### *What type of equipment does CinemaNext VR offer?*

Today, 3 types of activities are on offer:

- Designed both for cinema exhibitors and special events, VR Arena enables players to share intense VR experiences, either working together or competing against each other. Easy to set up and designed for 4 players, VR Arena is an activity for the whole family, children and adults, novices and experts alike
- Designed for cinema exhibitors, Hestia is the first VR terminal that removes all connection, installation and maintenance constraints. VR Hestia is the first terminal opening the gateway to a plethora of virtual reality universes. The terminal provides all types of content (360° view, interactive experiences) for all types of immersion and is managed through centralised software facilitating the customer experience.
- Rides on D-BOX motion seats use movement to get the most out of your virtual reality entertainment, utilising the whole body to tell the story. The action in each headset is meticulously synchronised with your seat for an ultra-realistic sensory experience.

#### *In addition to these amenities, what types of services enhance the CinemaNext VR offer?*

CinemaNext VR offers a whole range of scenography to adapt to all surface areas and assist exhibitors in the installation of their VR equipment. In addition, CinemaNext ensures the proper installation of equipment and staff training on site. Ymagis Entertainment provides a marketing package designed to support exhibitors' entire range of promotional efforts and communicate as effectively as possible with their audience.

***Does the CinemaNext VR offer require a specific space size?***

No, our offer is flexible and adapts to all types of space. Do not hesitate to contact CinemaNext to find out more about the dimensions of our equipment.

***Is the CinemaNext VR offer adaptable to all types of cinema?***

Yes, it is a versatile offer that is suitable for both multiplexes and smaller structures. All VR experience configurations are possible, adapting to any and all surface areas ranging from the entrance hall to dedicated spaces. The availability of household-type sockets and Internet sockets to connect the equipment is the only thing to be taken into account.

***If I already have a dedicated games area in my cinema (VR or other), can the CinemaNext VR offer be integrated?***

Of course, our offer is adaptable and non-exclusive: the equipment can be integrated into an already existing games area, whether it uses VR or not.

***Can my usual integrator install CinemaNext VR in my cinema?***

Today, CinemaNext is the only certified installer for our VR experiment for good reason: CinemaNext relies on its expertise and a solid network of exhibitors in 26 countries to guarantee the best VR experiences and optimal installation adapted to each operator.

***Do I have to carry out my own maintenance on the equipment included in the CinemaNext VR offer?***

The CinemaNext VR offer includes installation, training, support and maintenance to assist the operator throughout the life of their VR installation.

***Do you also provide a virtual reality offer to view content in cinema auditoriums?***

For the moment, this offer only concerns VR arcade activities offered to spectators outside cinema auditoriums.

***Can I integrate «classic» video game kiosks in my CinemaNext VR space?***

The products included in the CinemaNext VR offer are part of a scenography developed for VR. The operator is free to include other entertainment terminals within the VR space if it wishes.

***Is the catalogue of games offered updated regularly?***

One of the strengths of the CinemaNext VR offering is that it provides diverse, regularly renewed content throughout the lifecycle of the VR experiences. The operator will be notified of the arrival of new content in its catalogue and may, if it wishes, integrate them into its VR space. Today, nearly twenty different experiences are available through our VR equipment.

***What is the hardware replacement time in case of failure?***

In the event of a breakdown, CinemaNext support is at the entire disposal of the operator to identify the causes of the problem, and to propose the best solution in terms of time and cost for the operator. The components that make up the CinemaNext VR technical equipment have been studied and selected according to their long life and durability. The maintenance plan has also been optimised to allow rapid replacement of parts or equipment (within 72 hours in most cases).

***What are the security standards for virtual reality?***

For players, it is advisable to turn off your mobile phone, or put it in airplane mode before the beginning of the experience. For games that require the use of joysticks, players are advised to use the straps to avoid any incident. For optimal use of headsets loosen the knob on the back of the headset and fit the equipment. Adjust the knob followed by the strap over the head, and adjust the sharpness of the screen by turning the knob at the bottom right of the headset (distance of the lenses). The player is then ready for their VR experience.

The equipment must be cleaned regularly. People with epilepsy are advised not to participate in this type of experience. These standards differ from one country to another. For matters relating to safety standards outside France, contact the CinemaNext entity of the country concerned.



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