



MOOVEEMATE

LET FILM EVOLVE



*Film is an art form, not a commodity.
It is created, not engineered.*

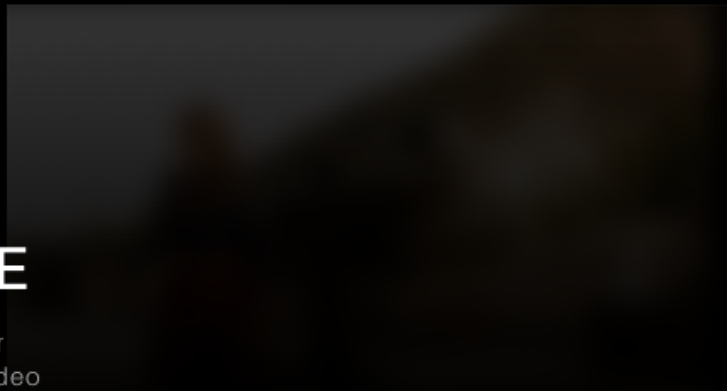
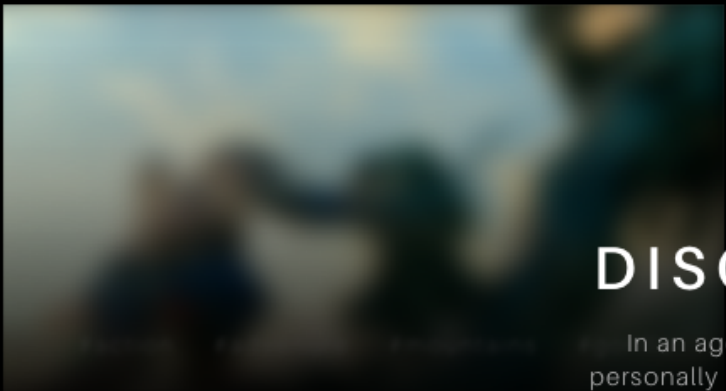
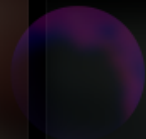
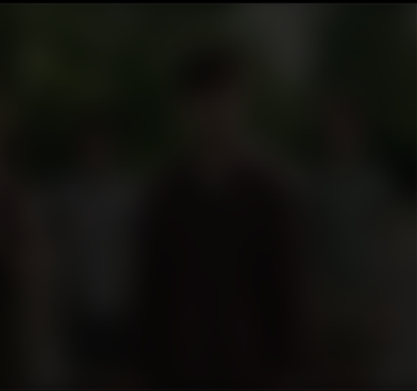
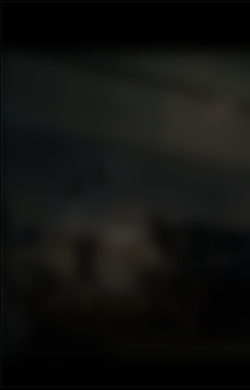
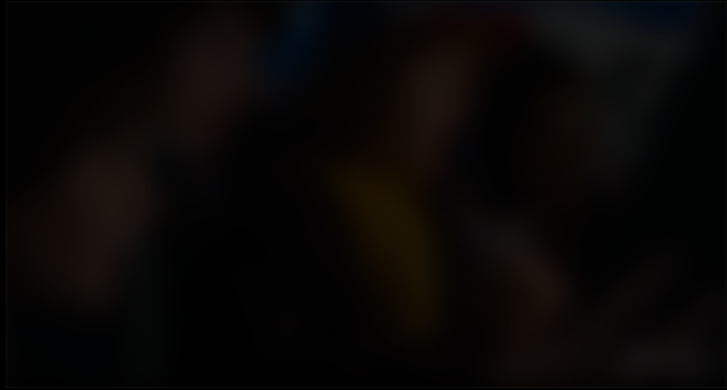
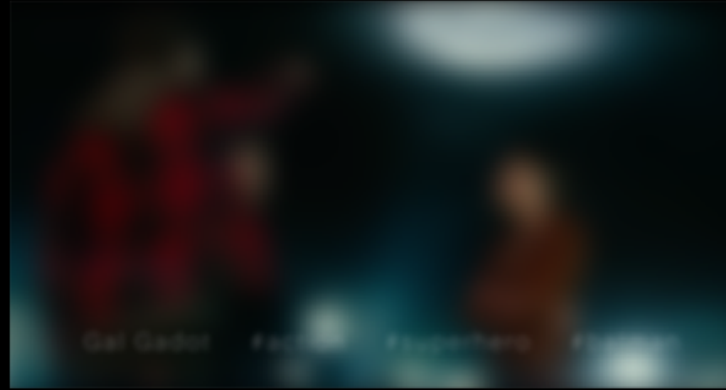


AN IDEA

A story materialized as a movie

Suspending reality, and immersing the viewer in an environment imagined by its creator. An environment experienced with the full spectrum of human emotion and understanding.

Sometimes, these experiences result in lifelong memories which can shape individuals as well as whole generations.



DISCOVERING THE MOVIE

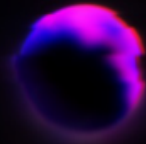
In an age of extreme content saturation, where people can no longer personally browse through all the available content like they did in a video store of the 90s, we have resorted to algorithmic machine discovery.



DIRECTOR
Ridley Scott

KEYWORD
#robot

KEYWORD
#future



KEYWORD
#dystopia

GENRE
Sci-Fi

ACTOR
Harrison Ford

THE PARAMETERS OF TODAY

Through these algorithms, the inherently human story experience is reduced to a set of machine-observable data parameters. Big Data. AI. Unfortunately, something human-created and human-consumed cannot be expressed through flat datapoints.

Blade Runner is not just a #sci-fi. La La Land is not just a #musical.

They are something much more than that.



Screenwriting footprints

Directing footprint

Composing

Atmosphere

Character trait

Content component

Cinematographic footprint

THE MOVIE'S GENOME

Defining the movie through its
intrinsic qualities

Each movie is an organic aggregation of all the various creative and artistic imprints of its creators. The screenwriter's storytelling style, the director's unique vision, the composer's peculiar atmosphere, the actor's interpretation of the character...

It's only natural to define a movie through these human sensations.



HUMAN



INTRINSICALLY HUMAN UNDERSTANDING

The human perception of
human observations

The movie's Genome, by its very nature, is not machine-digestible. It is natively perceived by a human mind. Where every property is not a word nor datapoint. It's a feeling, a color, a sound, a character's demeanor...all of which blend in numerous ways creating a single point of experience.

MOOVEEMATE



ENDLESS MACHINE PRECISION

Scaling out human perception
through cognition delegation

The human understanding of the movie's Genome is actively mapped and delegated to a unique form of machine intelligence. This expands perception with dimensions only attainable in the AI realm, such as population-wide metrics, causation granularity and time-shifted intuition.



H U M A N + M A C H I N E

hybrid cognition

Together, they form Mooveemate's fabric of intelligence, capable of perceiving the movie's various intrinsic qualities and expressing them in inherently actionable information of any scale.



AN INTELLIGENCE LAYER

BETWEEN CONTENT AND CONSUMERS

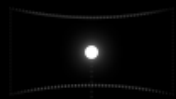
Providing a creation-driven environment untainted by algorithmic data and flat analytics. An environment where you become aware of a movie not based on its hype or like count, but rather on how its qualities affect you on a human and individual level.



AN INTELLIGENCE

SINGULARITY

*Designed to holistically connect the
film industry's entire market stack.*



THEATERS



DISTRIBUTORS



AN INDIVIDUAL

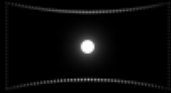


PRODUCERS



CREATORS





Scheduling for Theaters

Forget weekly schedules.

From the theater's perspective, Mooveemate's singular intelligence can guide through or even autonomously manage and schedule their movie portfolio based on intuitive consumer response.

The screenshot displays a theater management interface. At the top, there are navigation tabs: 'CONTENT', 'INFRASTRUCTURE', and 'PEOPLE'. The user is logged in as 'AMC Universal City'. The main screen shows a movie poster for 'Ready Player One' on the left and a scheduling grid for 'The Shape of Water' on the right. The scheduling grid shows showtimes from 7:00 PM to 8:15 PM. The 7:30 PM and 8:00 PM slots are filled with blue dots, indicating showtimes. A vertical bar on the left side of the interface is colored with a gradient from red to blue. At the bottom, there is a calendar view showing 'MARCH Mon 1'.

CONTENT INFRASTRUCTURE PEOPLE AMC Universal City

DOLBY 600 / 1250 Theatrical cut

The Shape of Water
Thursday, 3/22/2018
#shapeofwater 2017, Fox Searchlight

7:00 PM 7:15 PM 7:30 PM 7:45 PM 8:00 PM 8:15 PM

Ready Player One
#readyplayerone
PRIME IMAX

MARCH Mon 1



Market placement for Distributors

For content providers, the Mooveemate platform provides organic consumer-driven market placement of their content. All their content.

The screenshot displays the Mooveemate platform interface for content placement. At the top, it shows 'CONTENT' and 'Blumhouse Productions'. The main content area features a card for 'Insidious: The Last Key' with the following details:

- Title:** Insidious: The Last Key
- Hashtag:** #insidious4, 2018.
- Release Date:** Thursday, 3/22/2018
- Performance Graph:** A line graph showing audience performance over time (5 PM to 9 PM). The peak is at 8 PM with 105,750 attendees, out of a total projected attendance of 122,350.
- Performance Experience:** 2D Digital (Theatrical cut)
- Technologies:** 2D DIGITAL
- Location:** Los Angeles, CA West Hollywood
- Projected Attendance:** Visualized with colored circles (red, blue, green).
- Additional Option:** 2D Dolby Digital (Regular cut) at Los Angeles, CA Santa Monica.

At the bottom, there is a calendar view for March, highlighting the 22nd (Thursday) in red. The interface also includes navigation icons and a 'Blumhouse Productions' profile picture.

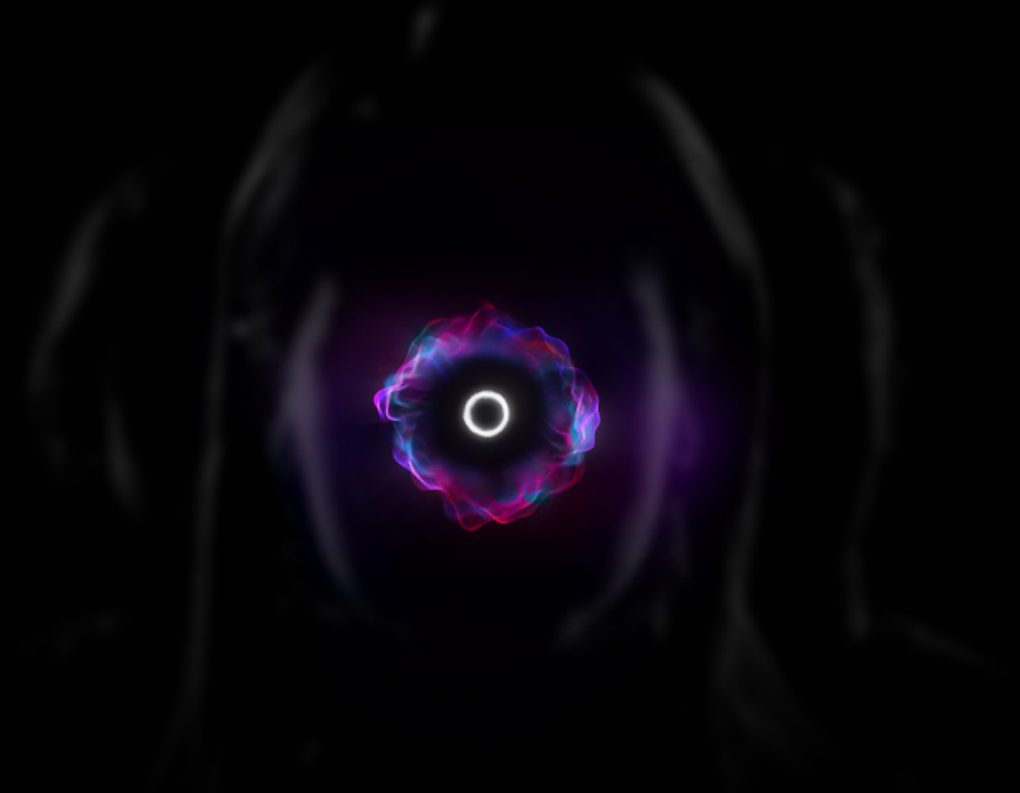
— AN INDIVIDUAL



Visceral Discovery for each Individual

It's not about genres and stories reduced to a bunch of keywords.

It's about how you want to feel and what you want to experience. And that's the point of your Mooveemate.





*True creation, by its very nature, could never be controlled by blind demand.
Perhaps it's finally time to move beyond algorithms and environments so
stubbornly driven by the past.*

*Instead of bounding human creativity, technology has a unique opportunity
to take its endless potential to an **unimaginable scale**.*



Born out of ♥ for film

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<http://mooveemate.com>

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