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cinegames
¡Videojuegos de cine!
The videogame going experience !
www.cinegames.es

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What´s cinegames?

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Is there a way to merge videogame interactivity with cinema going experience, in modern cinema multiplexes?

Is it possible to create common added value joining both business?

Cinegames is a complete system for playing net videogames and other educational and corporate uses, inside existing cinema auditoriums.

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The product

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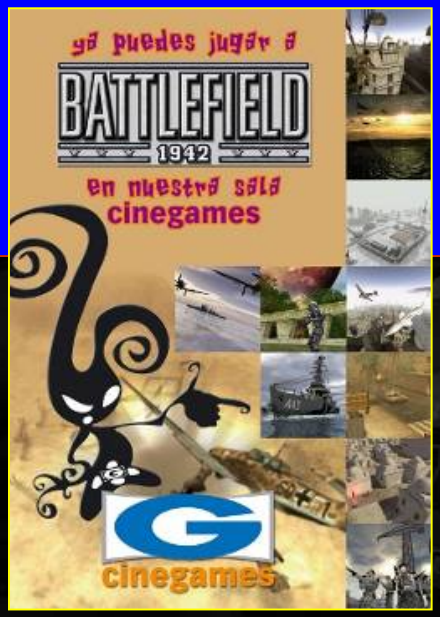
Videogames: as espectacular as cinema.
Why don´t bring it to the big screen?



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SPANISH VIDEOGAME MARKET

(According to ADESE 2006 report)

- Videogame sales: more than 900 millions € in Spain during year 2005. There is an increase of 16% every year.
- 55,9% of Spaniards from 7 to 44 years old are players. 80% between 7 to 34 years old.
- Potencial target of 8,8 millions of clients.
- Videogames are 35% of consumption of audiovisual leisure time in Spain.
- One of every three European people are players
- Spectacular increase of sound and visual quality of videogames.

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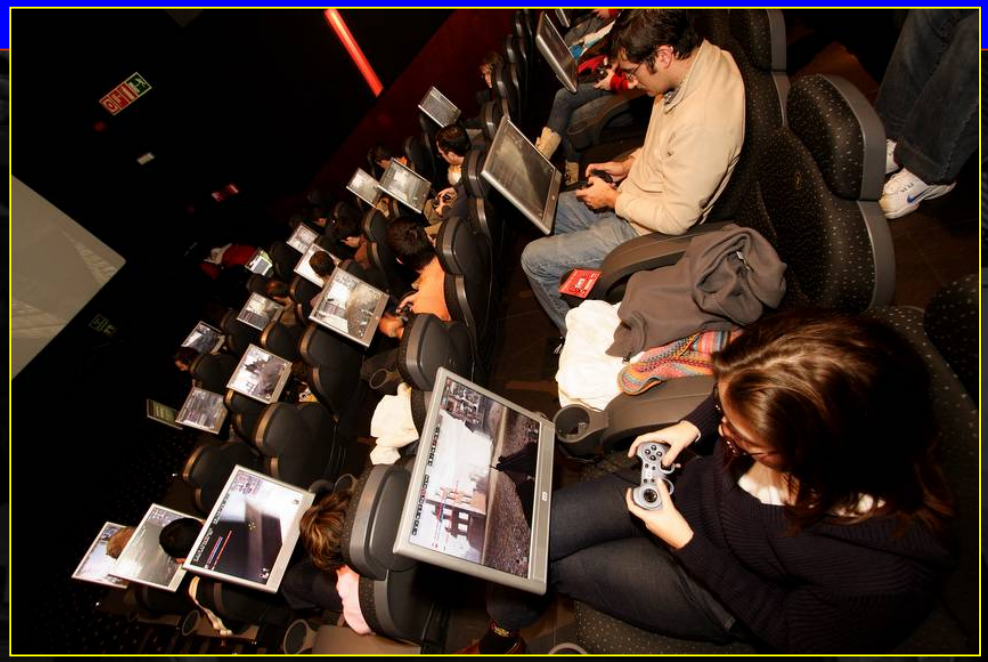
Gamers: customers from 10 to 35 years old and increasing



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Customer´s profile? Almost everybody.

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SPANISH VIDEOGAME CUSTOMER

(According to ADESE 2006 report)

- 4 of every 10 videogamers are between 20 and 34 years old.
- 55,9% of Spaniards from 7 to 44 y. old are players. 80% between 7 to 34 years old.
- Players are uppermost male, but female consumption is increasing (41% movile games)
- 78% of children (11 to 16 y.o.) are gamers.

AND

- **People prefers playing together.**
- **Number of gamers increasing**
- **7 hours playing weekly**

Audivisual leisure preferences

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- CHANGE OF TASTE: INTERACTIVITY: Young people prefer interactive ways of leisure (internet, videogames, cell phones) instead of pasive leisure (television and cinema)
- PROTAGONIST: New ways of digital leisure are pure activity and allow customers to feel themselves as story protagonists.
- LONELINESS: Due to general ignorance of most of adults about new technologies, and individual gaming at consoles causes loneliness feelings to young people. Most of young people prefer group gaming.
- VIDEOGAMES: INCREASING BUSINESS: Videogames is one of business with more projection all over the world. 25 Million $ sold during 2004 according to Price Waterhouse Coopers and they think this figure will be duplicated at 2009.

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Cinemas, spectacular emvironment

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Could we find a better place for the most inmersive videogame going experience, that a movie theater?

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Exhibition in Spain

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- In Spain, December 2006 there were 936 cinemas with a total of 4.299 screens, and increasing due to huge growth of commercial and leisure centers, always with cinema multiplexes as a key tennants.
- 121,6 millions of customers in 2006, with a total box office of 636.1 millions of €.
- Paradoxically, number of screens in multiplexes increases every year, despite number of customers is stagnant.
- Most of multiplexes have auditoriums with very low occupation (excess of capacity).
- New digital projection technology, opens a wide range of new possibilities inside a modern multiplex, among them videogames, cultural and corporative events.

Same phenomenon occurs in other European countries and U.S.A.

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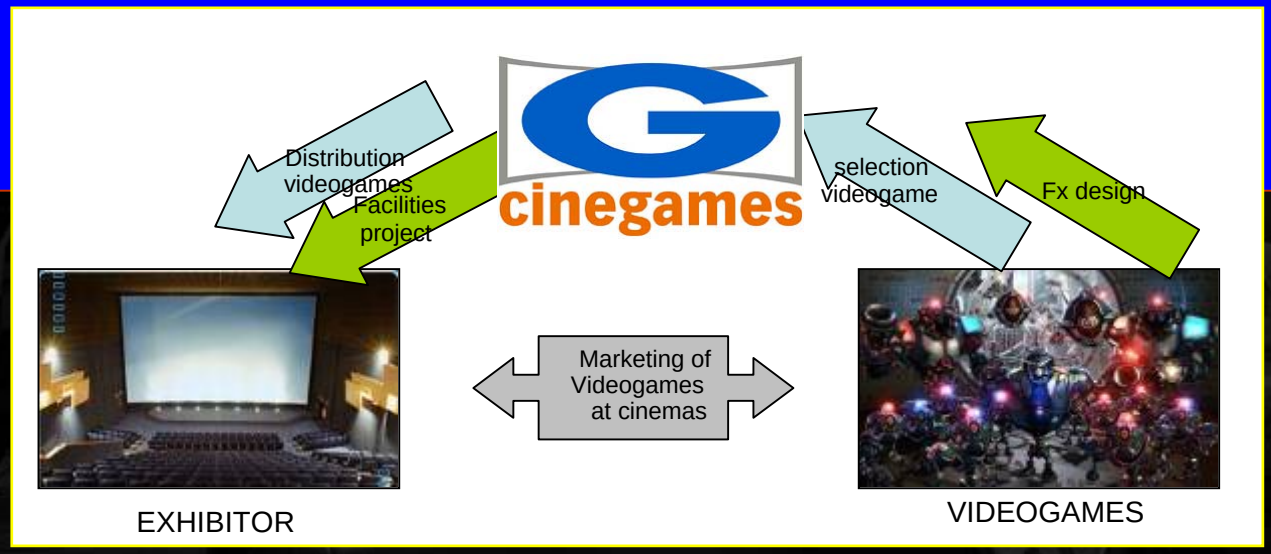
The Cinegames aim: most desired entertainment inside a cinema environment

…the interactive show starts!!!!



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Concept´s schema

•Change of technology

•New demands

•Visual high quality
•Business growing

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To play multiplayer videogames in the most spectacular scenario !!!!

100 gamers playing together same videogame at the same time !!!!

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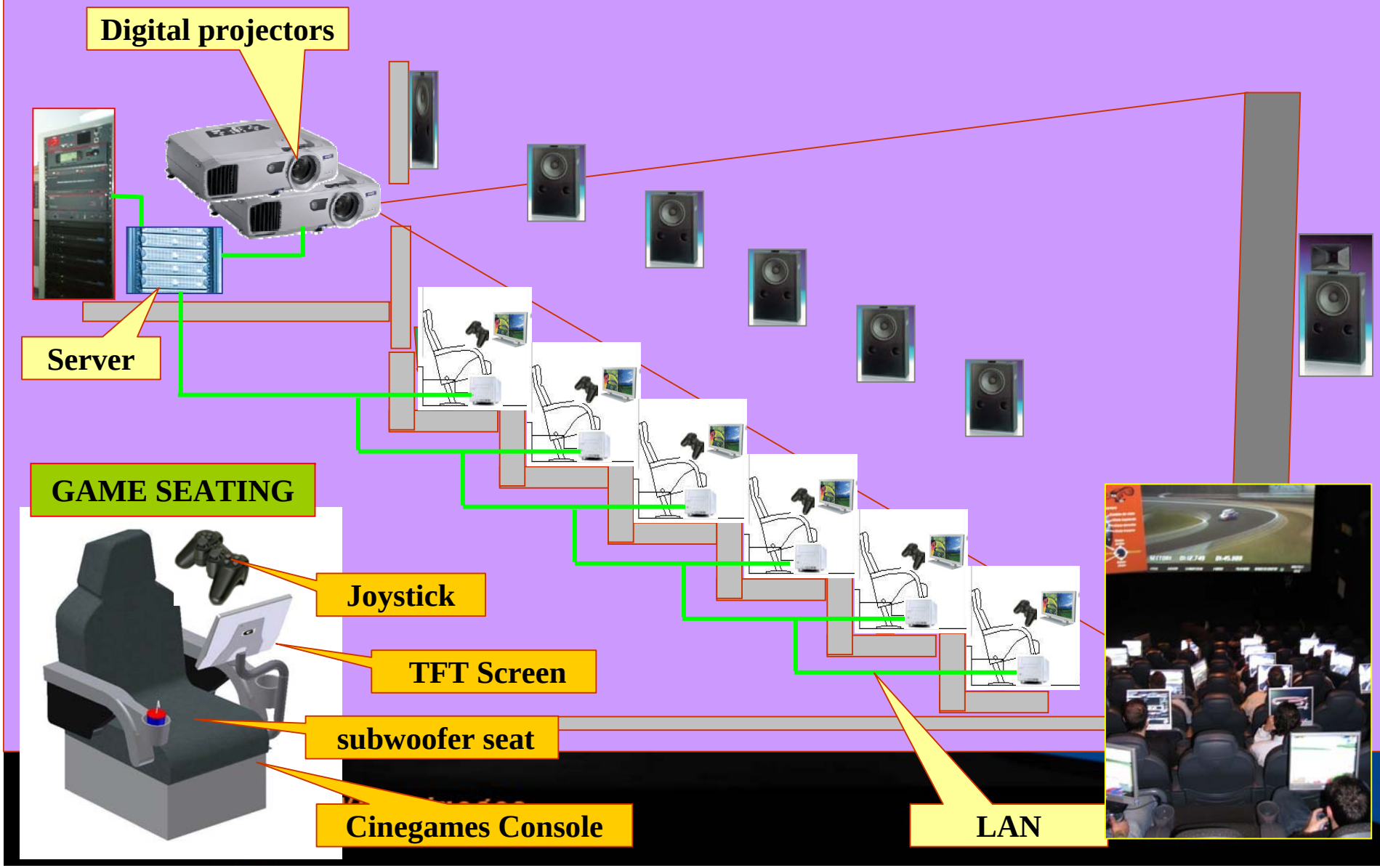
Cinegames equipment

PROJECTION BOOTH

CINEMA AUDITORIUM



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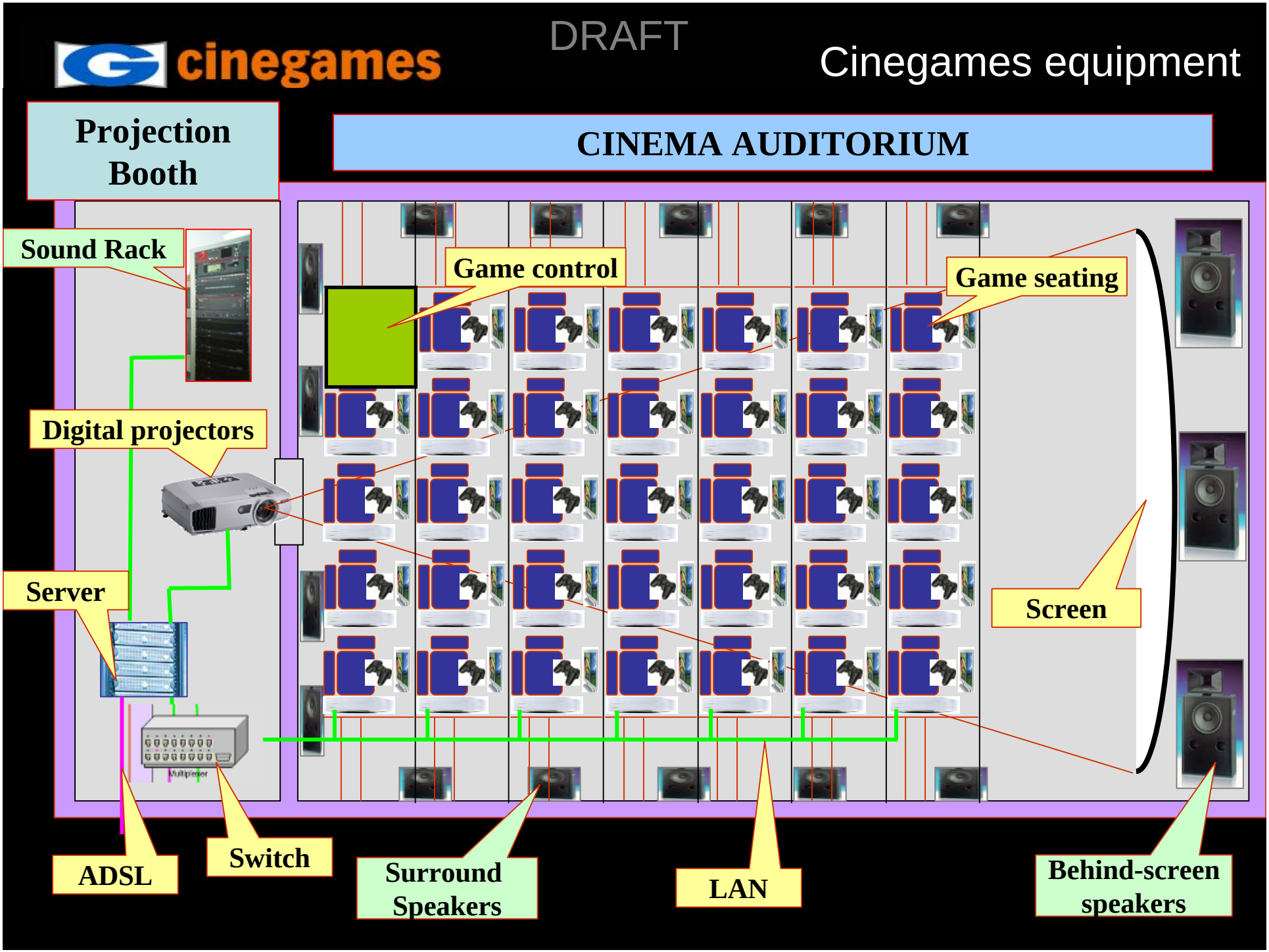
Cinegames equipment

Projection Booth

CINEMA AUDITORIUM



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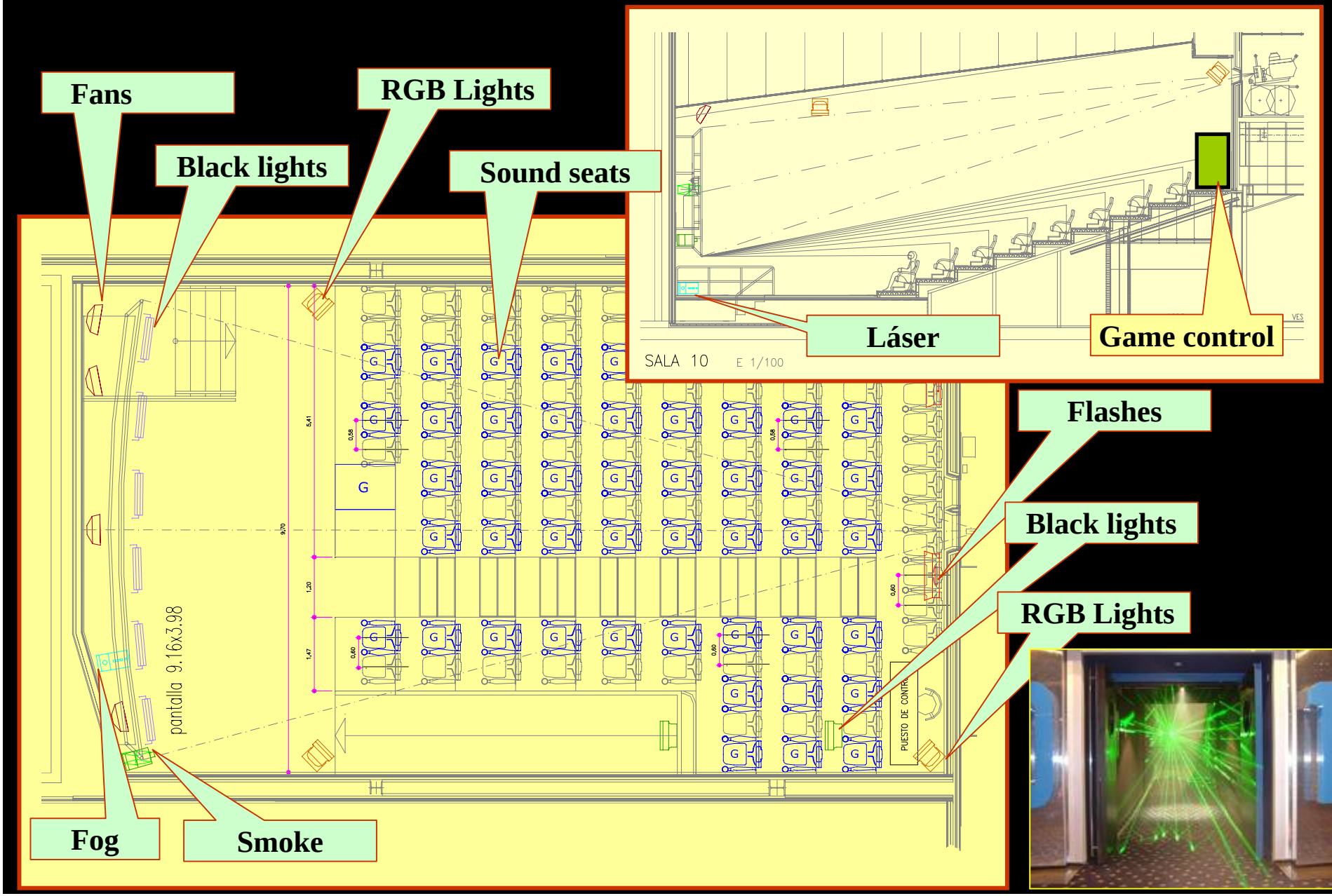
Special effects



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The operations as usual

CINEGAMES PROCESS							CG secuencia de operaciones.xls
TIME (min)	5min	5min	3min	3min	2min	40min	2min
			BIG SCREEN'S PROJECTION			BSG OPERATION	
	Cleaning auditorium	people coming into auditorium Open doors and people coming into auditorium 100% lights	projecting commercials	projecting trailers of games	projecting pre-show explanation	VIDEOGAME at big screen and consoles.	People leaving auditorium Open doors 100% lights
Closed doors							
	Open doors						
		Start commercials Close doors 50% lights start digital projection					
			Start trailers switch off lights				
				Start pre-show explanation digital projection 50% lights			
					switch off lights start GAME		
		Automatic process for CINEGAMES					
						End of game swicht on lights open doors	

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The cinegames show

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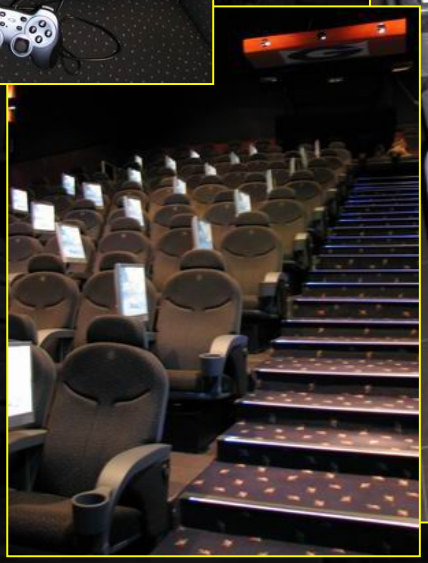
The cinegames show



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The cinegames show

Cinegames offers a complete pack to exhibitors

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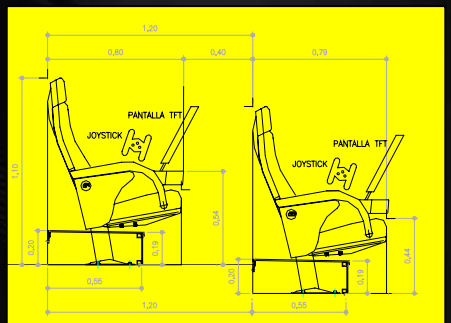
CINEGAMES PROPOSAL IN SPAIN. GUIDELINES

- PROJECT: Cinegames head office prepares the entire project for cinegames installation in an existing auditorium covering, licences assistance, signage, facilities coordination and start up of installation.
- TRAINING: Cinegames advises about best profile for cinegames operators and train them during their first weeks of job.
- SUPPORT: Cinegames provides support and remote maintenance, or gives assistance in less than 24 hours if there is an important malfunction.
- TOOLS UPDATE: Cinegames ensures the console actualization during at least 4 years, and continuous improvements in management software.



Cinegames offers a complete pack to exhibitors

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CINEGAMES PROPOSAL IN SPAIN.

- CONTENTS: Cinegames adapts and provides all the videogames to cinegames auditoriums, at least 1 new title every month.
- OPERATING MANUALS: Cinegames provides manuals for general operations and videogames guides.
- MARKETING: As a Master Franchise, cinegames will maintain periodically marketing campaings for covering different customer targets.
- MERCHANDISING: Cinegames can provide merchandising material related to programed videogames.

But cinegames interactive instalation has more profitable uses…

More events for cinegames

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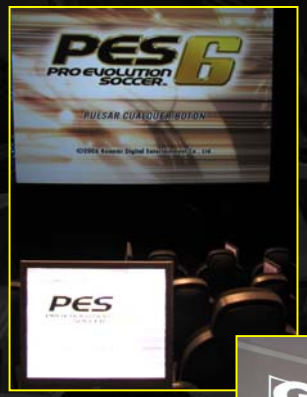
- Videogames: Multiplayer videogames in a net around 50 players, playing the same game at the same time in an amazing environment. Other effects like fog, laser, flashes, wind, vibrations and colour lights causes the highest level in videogame experience.
- Official Competitions: Semi-professional electronic sports is a new kind of sport with a lot of clubs, clans, and fans. Inscription for this kind of events is from 3 to 10 times higher than normal price for a regular ticket.
- Groups and birthdays: Cinegames auditorums make multiplexes a destination for groups that want to enjoy meetings, birthdays and celebrations together.



Winners of Pro Evolution Soccer Official competition. March 2007

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Cineduca, learning is funny.

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- Educational: Individual screen is the easiest interface for interactive education courses “learning is funny”. Educational videogames, short quiz after movies and interactive teach sessions, are available.
- Local authority´s cooperation: Special programs for handicapped people, translations, subtitles, adult brain training, improves multiplexes social image.

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Cinevento, corporate uses

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- Impresive scenario for presentations and conventions: inside a different scenario with state of the art technology equipment. Votations, conferences, seminars and remote interventions are possible.
- Customization: every client can find his own welcome message displayed at TFT individual screen.

cinevento

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And don´t forget publicity

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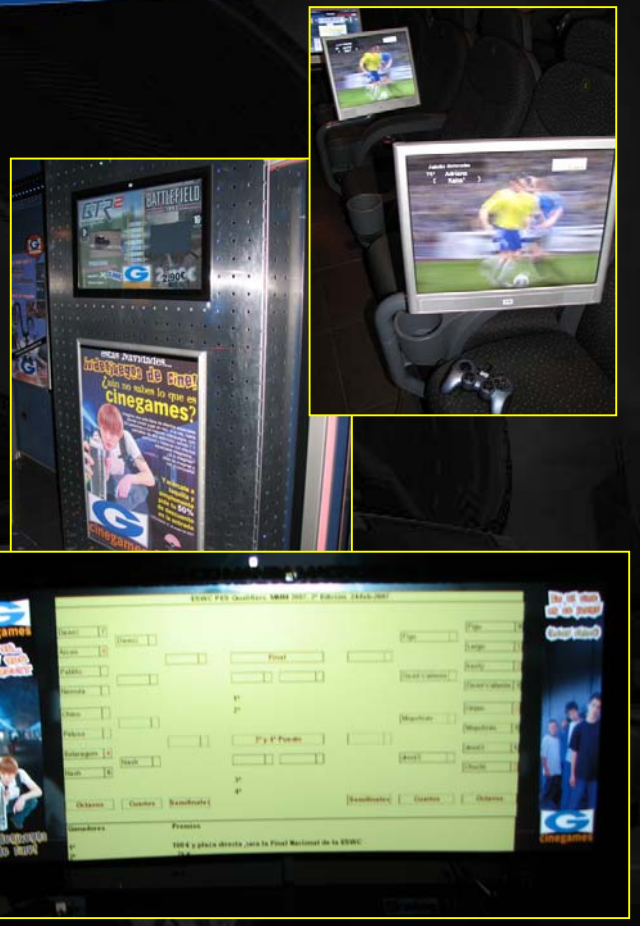
More flexible supports for publicity

- Big screen: dinamic image and static side spaces easy to program are available.
- TFT screens: a new support for interactive publicity like internet pages.
- Cinegames web: site with high number of visitors.
- Gobo projectors: with logos.
- Laser: can be programed for logos or messages.



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Summary

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DESIGNED BY EXHIBITORS FOR EXHIBITORS

- Cinegames is a Corner Franchise for any modern cinema multiplex.
- Only in Spain there are more than 100 cinema multiplexes suffering strong competition from other cinema exhibitors. This kind of cinemas are potential targets for cinegames concept.
- Typical installation, 50 game seatings and servers, and update of equipment every 4 years.
- Expected expansion outside Spain from 2nd year of operation.

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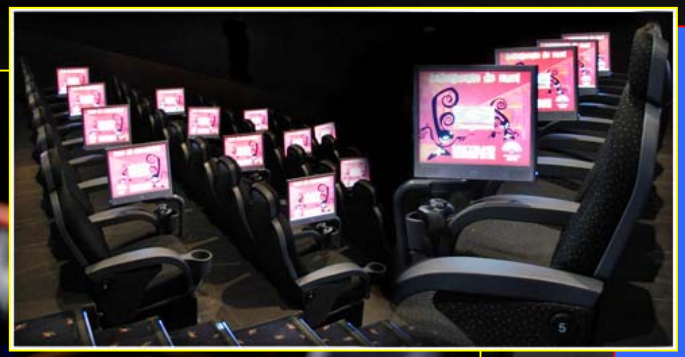

WEB PAGES

cinegames www.cinegames.es

cineduca www.cineduca.es

cinevento www.cinevento.es
(not ready yet)

Thanks