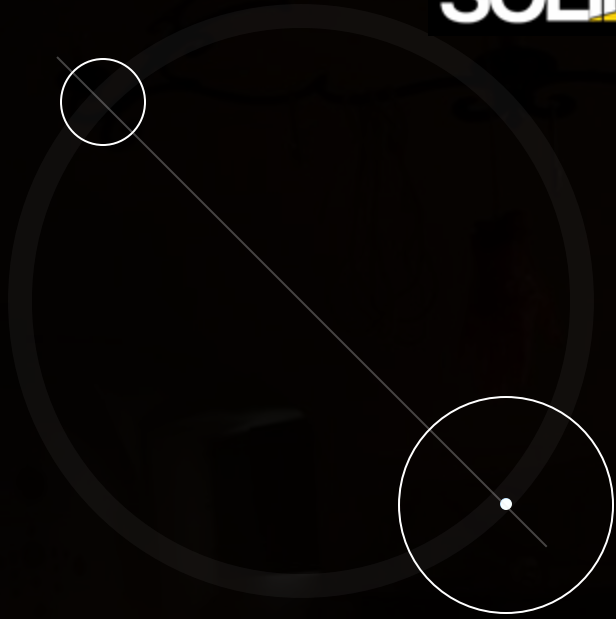


SOLIDCOLOR



# CINEMATEXTURE

THE NEW NARRATIVE WAY THAT ENTWINES  
CINEMA AND VIDEOGAMES





## CINEMATEXTURE

IS DESIGNED TO PROVIDE A NEW NARRATIVE WAY TO THE FILM INDUSTRY AND AN IMPROVED GRAPHIC LEVEL TO VIDEO GAME INDUSTRY



### Unique

A specific workflow developed from years of expertise and research



### Transmedia

Real actors, sets and special effects, are blended into interactive worlds



### Versatile

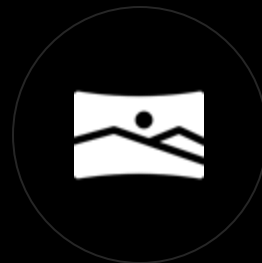
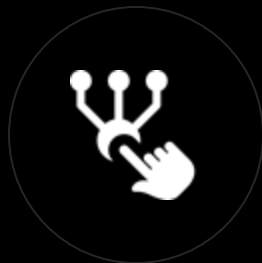
Fits a variety of contents thanks to process flexibility



### Turnkey

Covers the entire pipeline, from creative idea to delivery

# The Problem



## Declining Market

Film industry is facing a deep loss from diminished box office revenue and impacted production

## Interactivity

Products like Bandersnatch shows the lack in movies of that strong interaction people are used to in other media

## Realism

Video game industry is pushing towards realistic graphics and mechanics

## Innovation

There is a constant search for new ways to attract people and expand the audience

## Cost

Latest computer graphics provides exceptional results but is expensive in terms of time and money



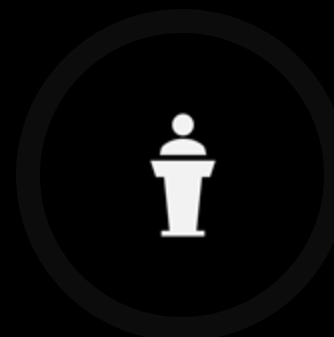
# SOLUTION

WITH A CUSTOM PRODUCTION PIPELINE 360°  
VIDEOS ARE COMBINED INTO FULLY  
INTERACTIVE AND EXPLORABLE WORLDS



Capture

Through transmediality Cinemtexture aims to attract a wider range of audience



Impress

Cine quality environments and high interactivity can wow gamers and movie fans

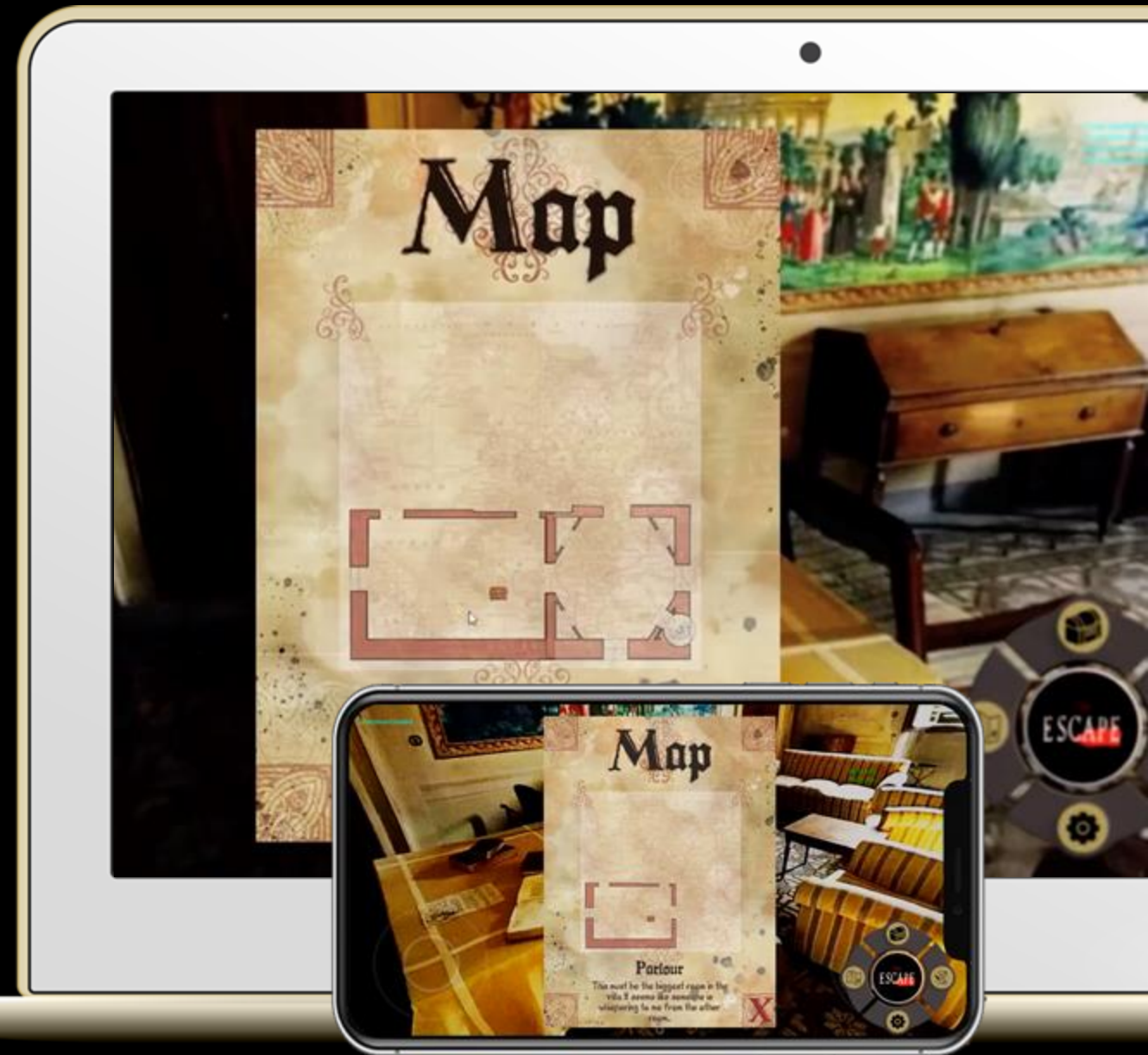


Save

Compared to other solutions in both film and video game industry, it's cost and time saving

# OTHER BENEFITS

- KPIs (Key Performance Indicator) collection for audience analysis
- Since one of the core techniques is 360° shooting, Cinematexture borns **VR ready**
- It fully supports the use of CGI and other film industry standards
- The workflow is scalable and thus can be easily adjusted to fit customer needs and budget
- Creates cross platform products to embrace more market segments





# BRAND ENTERTAINMENT

CINEMATEXTURE PROVIDE NEW POSSIBILITIES FOR THE BRAND ENTERTAINMENT



## New

It's a new media for your audience, that adds possibilities to your branding strategies.



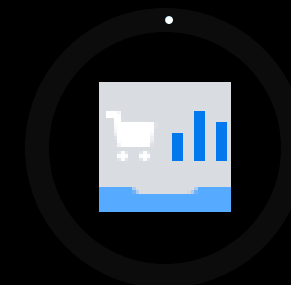
## Accustomed

Cinematexture let the user explore a world with the same look of their favourite TV shows or series



## Easy to survey

Cinematexture allows to easily collect data from the user experience to optimize the KPI



## Direct product placement

The user can easily be addressed to specific link or action, in example online shops

# THE ESCAPE



“The Escape” demo, a first person survival horror video game, entirely texturized with real footage, will be presented at Web Summit 2020

Shot in the amazing San Giorgio manor, it's the first Cinematexture experience realized by SolidColor.

Gameplay experience video will be available from 5/12



# Team

SolidColor is in the 360 VR field since 2015, working for top players like Colorado Film, Dior, Bulgari, Filmmaster Events, Targo (Emmy Award 2020 nominated with "When we stayed home"), Unesco, UNWomen and many others.

In 2016 SolidColor presented its first player for 360 video and spatial audio at Web Summit in Lisbon.



## Fabio Bellotti

CEO

Co-founder of SolidColor, he is particularly focused on direction of photography and video post production. Mechanical engineer, he developed each of SolidColor custom rigs and tools for the video production.



## Francesca Gerosa

COO

Joined SolidColor in 2018, she deals with video production and post production. Graduated in communication, branded content and entertainment, she is behind the creative ideas of SolidColor.



## Nicola Riva

CTO

Co-founder of SolidColor, he deals with software development and video production. Hard skilled software engineer, he's focused on Unreal Engine 4, Unity3D and web programming.



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