## THE ENTERTAINMENT INDUSTRY INVEST IN DIGITAL: FROM STEREOSCOPY TO VR

### YOUR COMPLETE GUIDE

Article by: **MOVIEMEX3D**

Digital technology has fascinated many generations for years and today is a real business that involves experts, skills and innovations. Digital technology boasts a history that began in the 20th century with the first approaches to the creation of a new world through stereoscopic vision used in the entertainment industry.

Stereoscopy is a technique that gives two-dimensional images three-dimensionality by viewing two slightly offset images separately in each eye. When those images are combined, the resulting single image has a sense of depth which is called a stereoscopic effect. You can view stereoscopic images, also called stereograms, through a binocular device called a stereoscope that feeds each eye its own image.

Today, 3D cinema is a product that can be found in many places such as theme parks, FECs (family entertainment centres), indoor parks, museums and stores. A 3D theatre is not only ordinary cinema in which stereoscopic content is projected, but also a container of studio, technology and complementary effects. The main feature that makes 3D cinema a full-immersive experience is the engagement of more than one sense through different devices that are activated in synchrony with the projected movie. The essential feature for a successful attraction such as a dynamic 3D cinema is the perfect synchronisation of the video with seat movements (back, forward, up and down) possible through PLC control systems. Making the experience even more immersive is the presence of in built and environmental effects such as water and air jets, tickling at the bottom of the seat, wind and bubbles machines, lighting effects, smell machines and high-powered sound systems. The attraction completion is the projection area that can be flat or curved with very huge dimension. Very appreciated is the concept of '360° cinema' which presents a circular screen, environmental effects and the seats are stool where the guests can enjoy the 3D projection all around them.
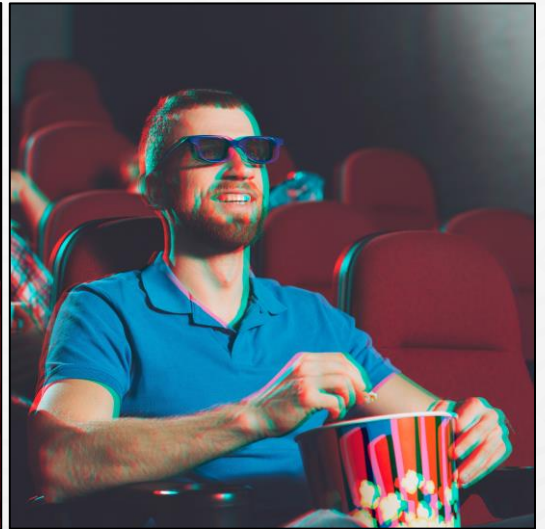


The key to success for an attractive product in today's market is the scalability of the attraction: in a quite small area of 3x3 metres is enough to fit a four-seat cinema with a semi-curved screen and special effects. The 3D cinema is a very flexible product, and it could be considered as a long-term investment with the chance of constant renovation adding new movies, while keeping its structure unchanged.

Augmented reality (AR) is the integration of digital information with the user's environment in real time. Unlike virtual reality (VR), which creates a totally artificial environment, AR users experience a real-world environment with generated perceptual information overlaid on top of it.

VR and AR technologies are highly appreciated products by the public. For this reason, we can find many different interesting solutions for entertainment and edutainment fields. In fact, the audience immediately recognised this technology that creates appeal and curiosity of what (or better where) they will be transported or which new adventure they can enjoy.



In the world of VR, 'sight' is the dominant human sense. This means the virtual setting, CGI or real shootings must be state-of-the-art: the 360° virtual footage needs to be the substitution of real world.

In fact, venues such as museums or cultural centres are adopting VR attractions with the purpose of teaching educational content to young and adults. Subjects could be various: from space travels to earthquakes simulations, from digital volcanic eruptions to a trip inside the human body.

After the closure of the global market due to Covid-19, now more than ever before, people want to live great experiences, indelible in their memories. What that means is guests want to feel and enjoy something more than the usual. This pulse is giving new life to many companies in media-based attractions to reposition themselves in a competitive global market. In fact, the VR market has reached the value of $1 billion and is expected to continue to grow well beyond $120 billion within a few years.

MD ATTRACTIONS

VR ATTRACTIONS

*Among companies that have managed to create a remarkable catalogue of different digital systems from 3D cinema to VR theatre is Moviemex3D, a leading name in the field since 1999. Moviemex3D was born in South Italy, in Sicily, thanks to the passion of Giovanna Testa and Alessandro Messina, current CEO and Co-founder. In 2019, they moved their activity to the north of Italy, to Verona, conquering many records and approaching European customers. The company boasts numerous achievements from the creation of the first 3D cinema to actual VR technology. Moviemex3D's employees and technicians play a key role in the company's success.*



**Giovanna Testa**
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