

New Cinema Experience Unfolded!



# dobi CINE

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dobi CINE is a second screen application helps you reach various promotions instantly when you are watching pre-show ADs.

iPlateia

since 2011.01

# CINEMA - CROSS-MEDIA ADVERTISING



# Mobile becomes an all-consuming priority



Great Watching Media

Mass Media

Latency Time for React

VS.

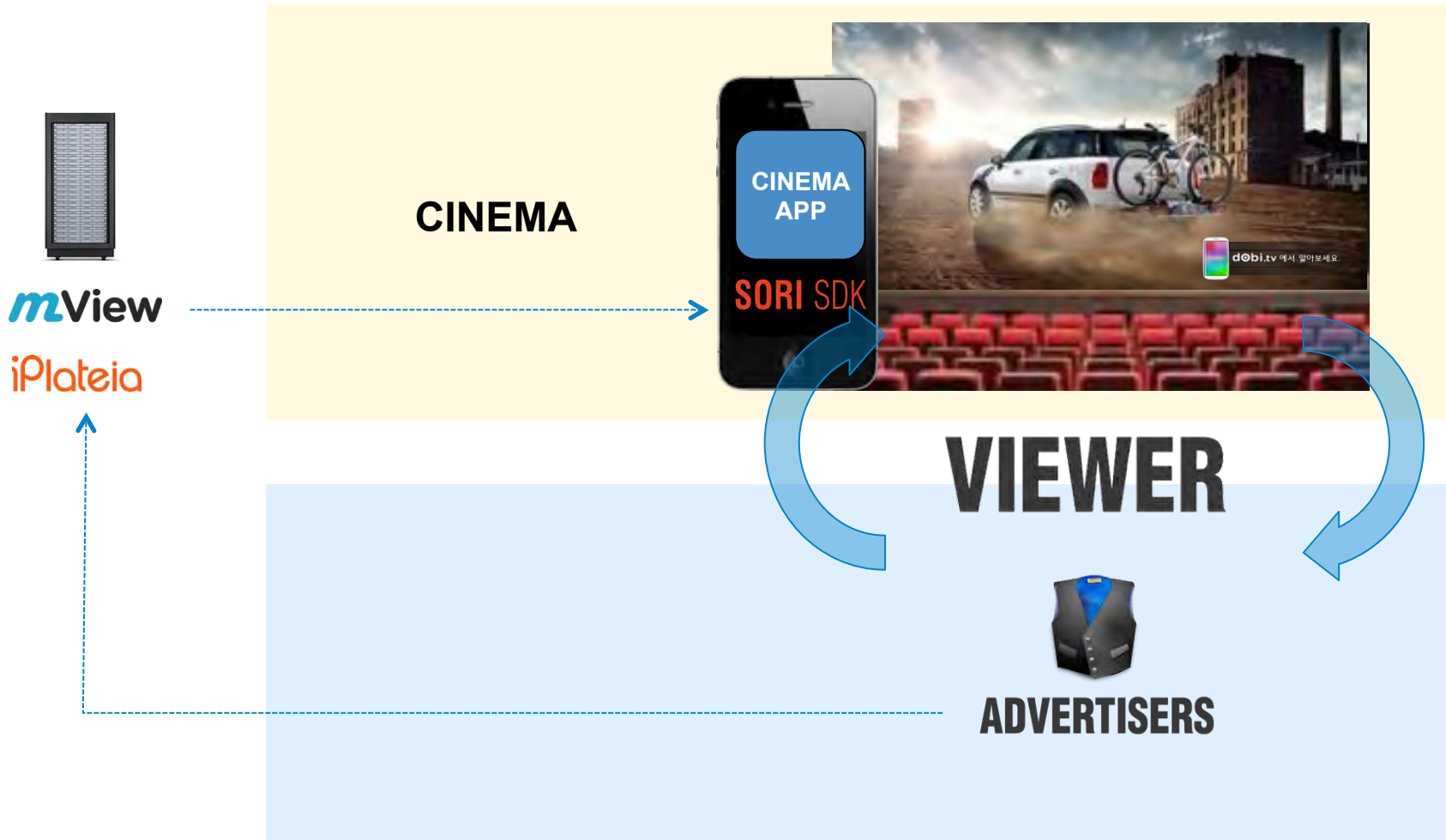


Great Interactive Media

Personal Media

Real Time for React

# WIN-WIN BUSINESS FLOW



# WIN-WIN BUSINESS MODEL



## CINEMA

- Create additional added value revenue
- Reduce pre-show ad resistance



## ADVERTISERS

Advertisers will provide innovative/creative way to optimized the Personal & dynamic brand experience.



## VIEWER

Viewers could enjoy real-time in-cinema only promotions, events, coupons and more via app. that will recognized the content and provides related info. Will increase viewership in cinema.

## Commercial

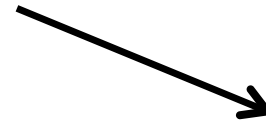
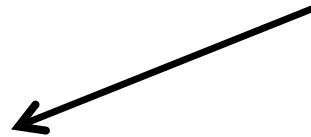


## Promotions



## Extra fonctions

**Commercial**



**Promotions for advertisers**



**National or regional campaign**

**Promotions for internal uses**



**National, regional or single cinema campaign**





## 01 **World First Auto-Synchronization Technology by Sound Recognition**

- End to end technology was developed and patented by own R&D team
- iPlatea provides the most convenient user experience

## 02 **Competitive Power for Recognition**

- Over 99% Recognition Rate in Cinema Environment
- Qualified Real Commercial Technology and Service in Market

## 03 **Providing One Stop Solution**

- Easy to Integration
- Integration Management Tool - mVIEW
- No Indexing and Process, No equipment, and Instantly Usage for Service



# Thank You

Please visit us on Booth:  
**105**



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