

# CINEDAPT

Cinedapt® is a patented, revolutionary new form of entertainment technology specializing in personalized and adaptive film creation through artificial intelligence with anti-piracy tracking.



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CINEDAPT IS PATENTED ENTERTAINMENT TECHNOLOGY

# WHAT IS CINEDAPT?

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Cinedapt® is a patented, revolutionary new form of entertainment technology providing streaming services with

## Adaptive Content

Adaptive through artificial intelligence and feedback in analytical data. Filmmakers and studios can alter content as needed.

## Personalized Content

Personalized through user data and artificial intelligence. Each viewer receives a unique and tailored experience.

## Anti-Piracy Tracking

Anti-Piracy Tracking to identify the source of a leak.

CINEDAPT IS PATENTED ENTERTAINMENT TECHNOLOGY

# WHAT MAKES CINEDAPT DIFFERENT?

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Cinedapt has exclusive rights to its proprietary software and patented process

**"System and process of adaptive video streaming service with anti-piracy tracking providing a unique version of a movie customized by artificial intelligence and tailored specifically for each person or group of people watching."**

-US Patent 11,051,064. Invented and Issued to Michael Kureth on Jun 29, 2021

# FOUNDER EXPERIENCE

The Founder of Cinedapt has decades of experience in film production and entertainment technology.



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# THE FOUNDER OF CINEDAPT

Created and Copyrighted the First Streaming Service for Filmmakers

## Invention

In 2007, the Founder created and copyrighted the first streaming service for filmmakers.

## Resistance

Investors and filmmakers declined this business model due to a fear of film piracy.

## Future

As of 2023, video streaming has 3.08 billion users with \$157 billion in annual revenue.



# THE FOUNDER OF CINEDAPT

Produced Seven Feature Length Films

## Production

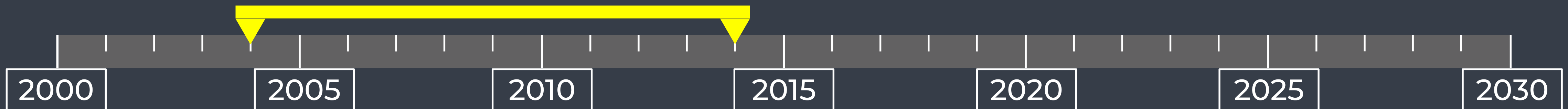
From 2004 to 2014, the Founder produced 7 independent feature length films.

## Distribution

The Founder's first film to acquire distribution leaked online one week prior to releasing in retailer and rental stores.

## Piracy

Annual global revenue loss from film piracy is \$97 billion.



# THE FOUNDER OF CINEDAPT

Developed Hundreds of Personalized and Interactive Campaigns for Major Film Studios

## Development

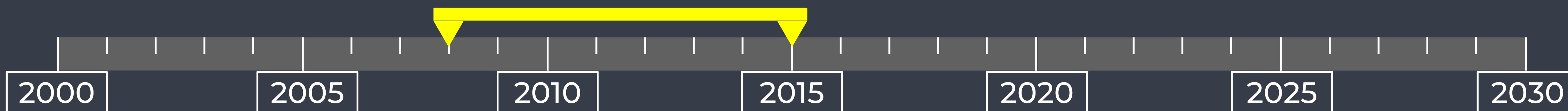
From 2008 to 2015, the Founder created hundreds of personalized and interactive campaigns for major film studios.

## Experience

These campaigns used social media and user data to customize a unique experience for each user.

## Retention

43% of customers prefer personalized advertising content. 79% of personalized content results in increased retention.



# THE FOUNDER OF CINEDAPT

Patented a Solution to Revitalize the Film Industry

## Discovery

In 2017, the Founder was fascinated by how his subconscious could create a nightmare more terrifying than a film with a multimillion dollar budget.

## Patent

The Founder conceived and patented a process where modern technology could be used in film production to establish a similar emotional connection with an audience.

## Profit

An emotional connection to film results in higher profits as well as consumer initiated brand promotion and purchase of related merchandise.





# WHY?

Why does the film industry need Cinedapt?



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EXAMPLES WHERE A SMALL CHANGE WITH CINEDAPT MAKES A LARGE IMPACT

# ADAPTIVE CONTENT

The “mom kiss scene” in Lightyear (2022) could easily be altered for the user’s own sexual preference

- 2 scenes totaling 182 frames (8 seconds) and only 0.12% of the overall film
- No other impacted scenes or plot in the film



EXAMPLES WHERE A SMALL CHANGE WITH CINEDAPT MAKES A LARGE IMPACT

## PERSONALIZED CONTENT

In the screenplay for “Exolatry”, we can see how each viewer will have a unique viewing experience

- Each scene for dynamic content is properly scripted and filmed
- Proper planning ensures a successful Cinedaptive film

```
[CINEDAPT PCS2 00000009: MISSING PERSON POSTER NEW YORK]
[CINEDAPT PCS5 00000001: VIEWER'S CLOSEST FEMALE NAME]
[CINEDAPT PCS3 00000001: VIEWER CLOSEST FEMALE PICTURE]
```

The undistinguished person steps away to the side as we slowly zoom into the picture. The missing persons poster clearly displays the viewer's closest female's picture with a [VIEWER CLOSEST FEMALE PICTURE] and the name of [VIEWER'S CLOSEST FEMALE NAME] written beneath.

```
[/CINEDAPT PCS5 00000001: VIEWER'S CLOSEST FEMALE NAME]
[/CINEDAPT PCS3 00000001: VIEWER CLOSEST FEMALE PICTURE]
[/CINEDAPT PCS2 00000009: MISSING PERSON POSTER NEW YORK]
```

EXAMPLES WHERE A SMALL CHANGE WITH CINEDAPT MAKES A LARGE IMPACT

# ANTI-PIRACY TRACKING

Cinedapt's patented technology provides federal law enforcement a service to identify and prosecute criminals who pirate films in a comparable way to how DNA is used in forensics as evidence in solving crime.

Cinedapt® is a Verified Vendor with the United States Federal Government.

## **Proposal Abstract:**

The goal of this proposal in preventing intellectual property theft of film is to ensure the same level of confidence in federal law enforcement to identify and prosecute criminals through Cinedapt® comparable to the current confidence to prosecute a person on camera stealing a DVD from a department store while leaving fingerprints, DNA, and a driver's license as evidence.

## **Problem:**

Film piracy costs the entertainment industry an estimated \$50B in losses each year. Due to the entertainment industry's recent transition towards a digital video streaming release strategy, this annual loss is increasing rapidly. Current federal law enforcement does not have a method to reliably identify a person or persons responsible for film intellectual property theft and illegal distribution of film.

# HOW?

How does Cinedapt work and how does it make money?



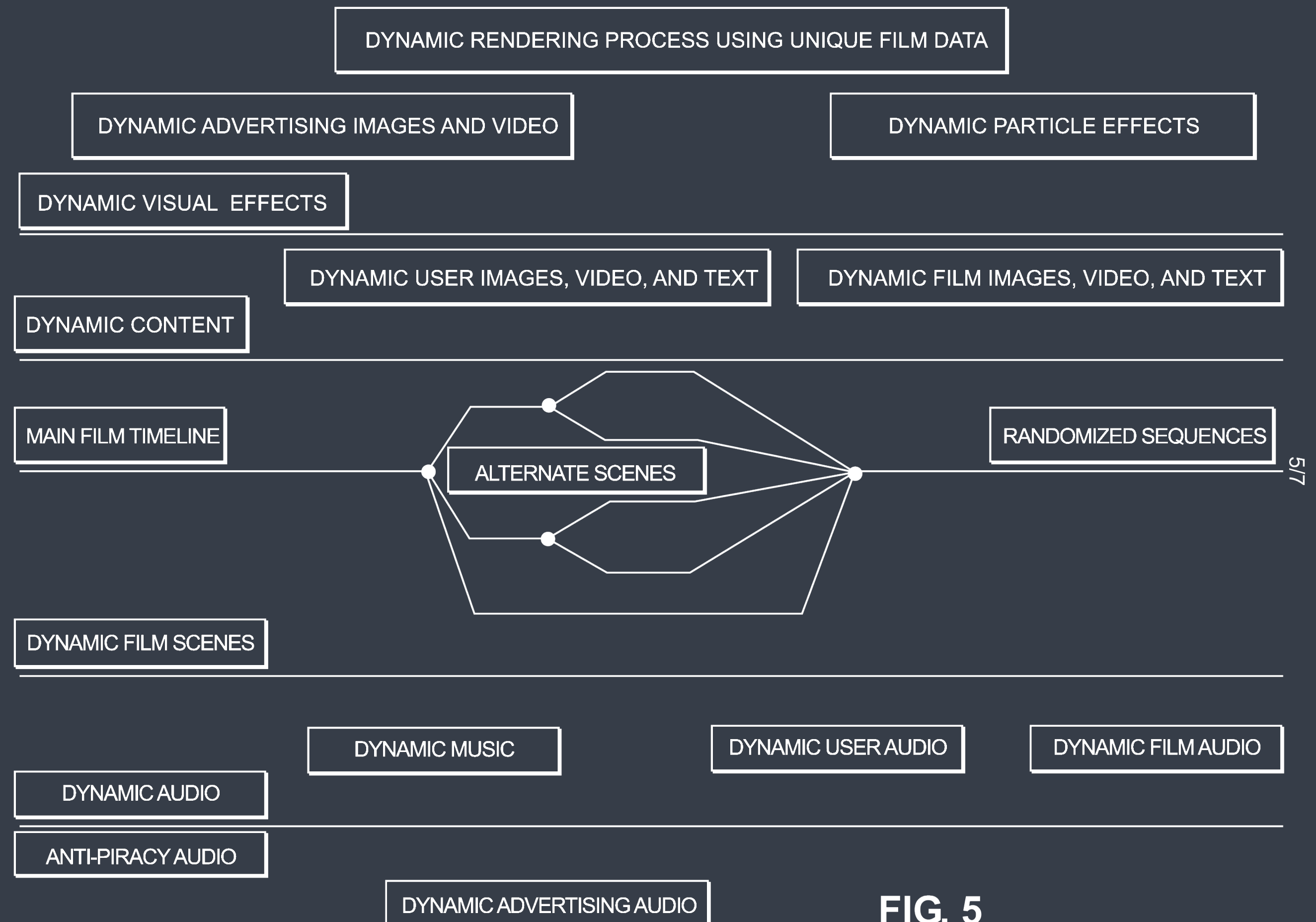
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# HOW DOES CINEDAPT WORK?

Cinedapt operates on the server side providing content to video streaming services.

This is similar to how server side ad insertion is implemented with current streaming providers.



US Patent: 11,051,064

Issued to Michael Kureth on Jun 29, 2021

FIG. 5

# HOW DOES CINEDAPT MAKE MONEY?

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## Advertising

Advertisers provide content which is dynamically inserted into scenes and placed in standard ad breaks.



## Streaming Services Licensing

Video streaming services license manifest streams created by Cinedapt to play within their own provider.



## Content Creation Software

Cinedapt's content creation software and training programs are made available for industry professionals.



## Department of Justice

The Federal Bureau of Investigation utilizes Cinedapt to track film piracy and prosecute criminals.

# TIMELINE

Cinedapt's timeline of achievements



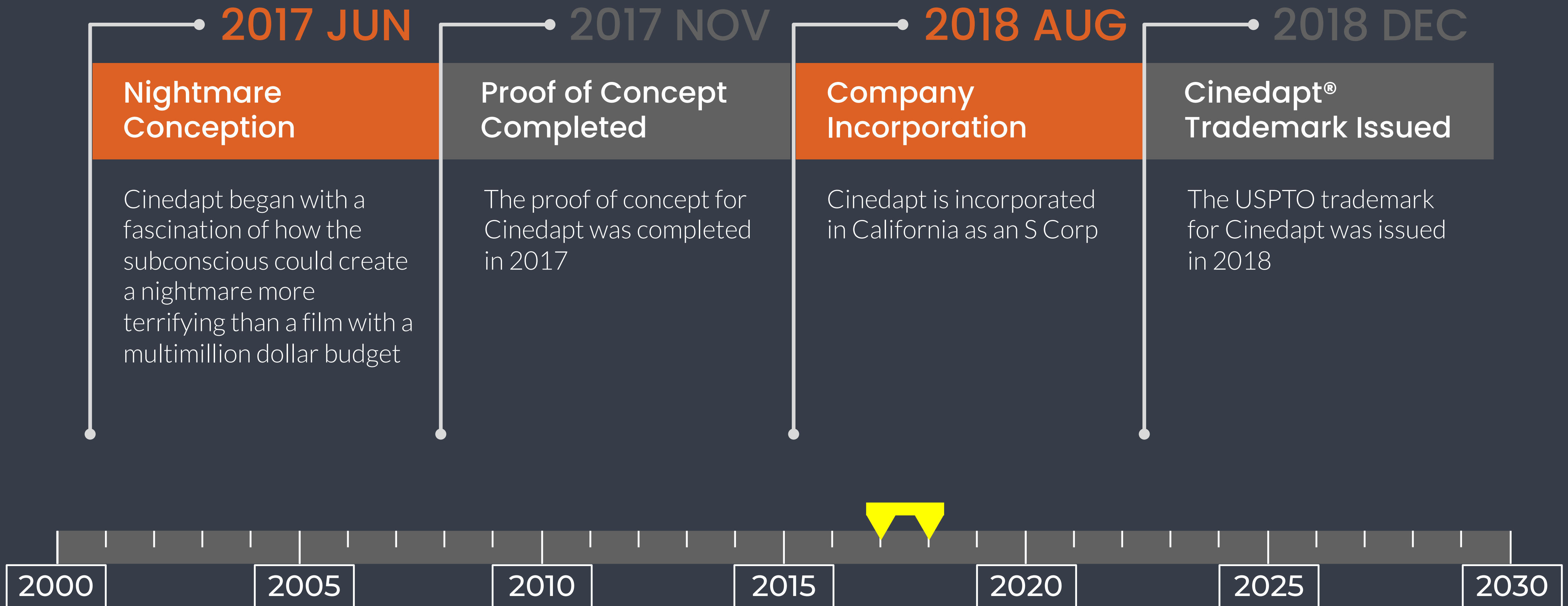
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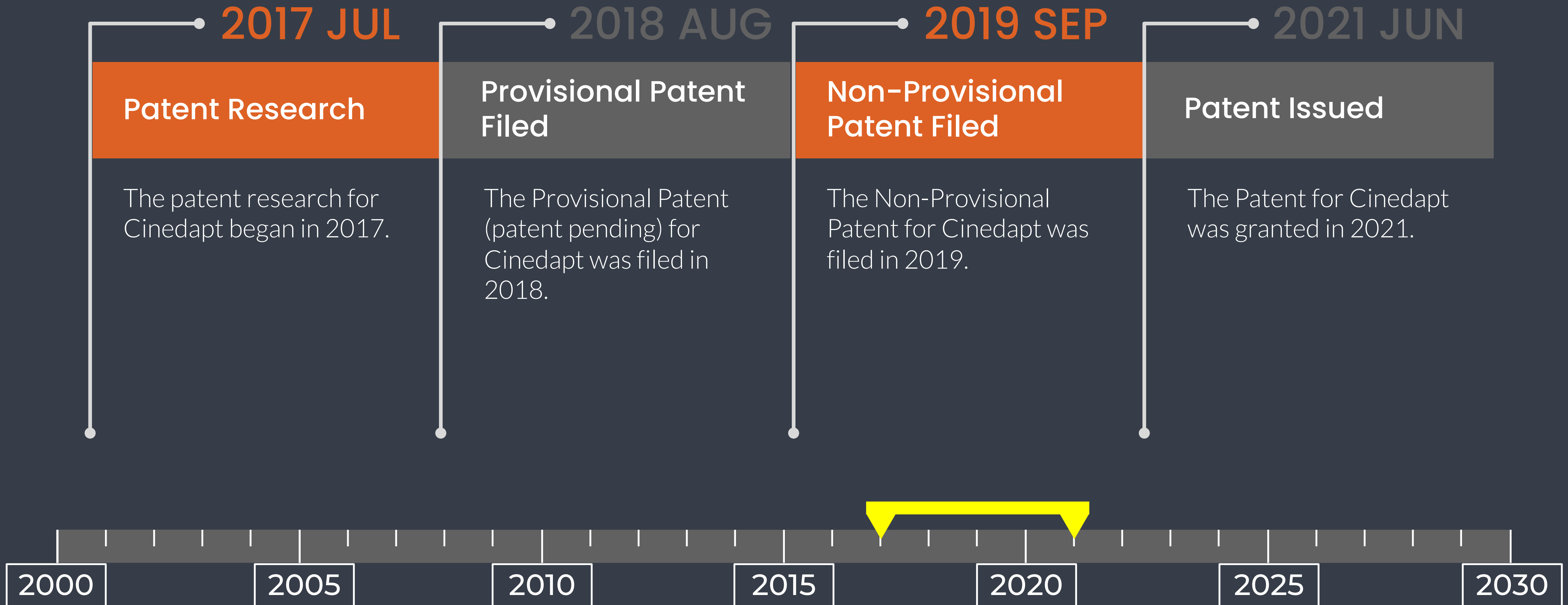
# COMPANY FORMATION

Cinedapt® is incorporated in California as an S Corp.



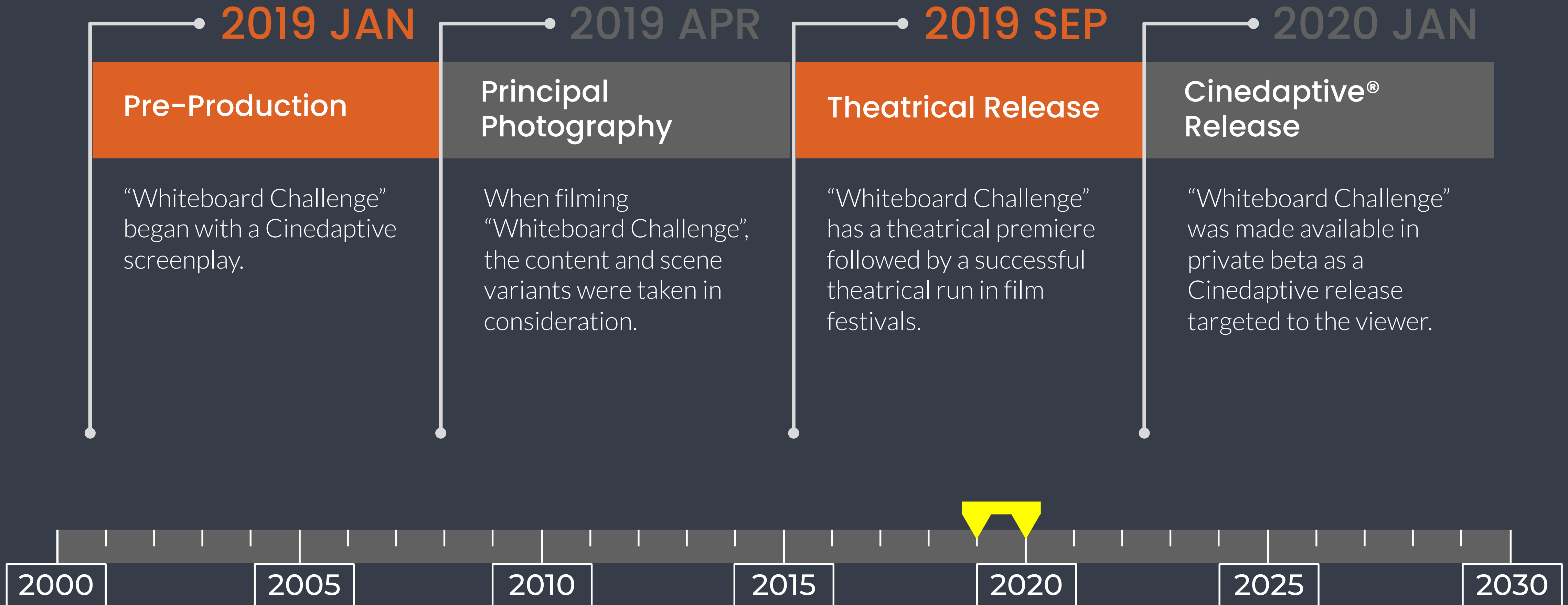
# PATENTED SOLUTION

The U.S. Patent and Trademark Office issued the official patent for Cinedapt to Michael Kureth.



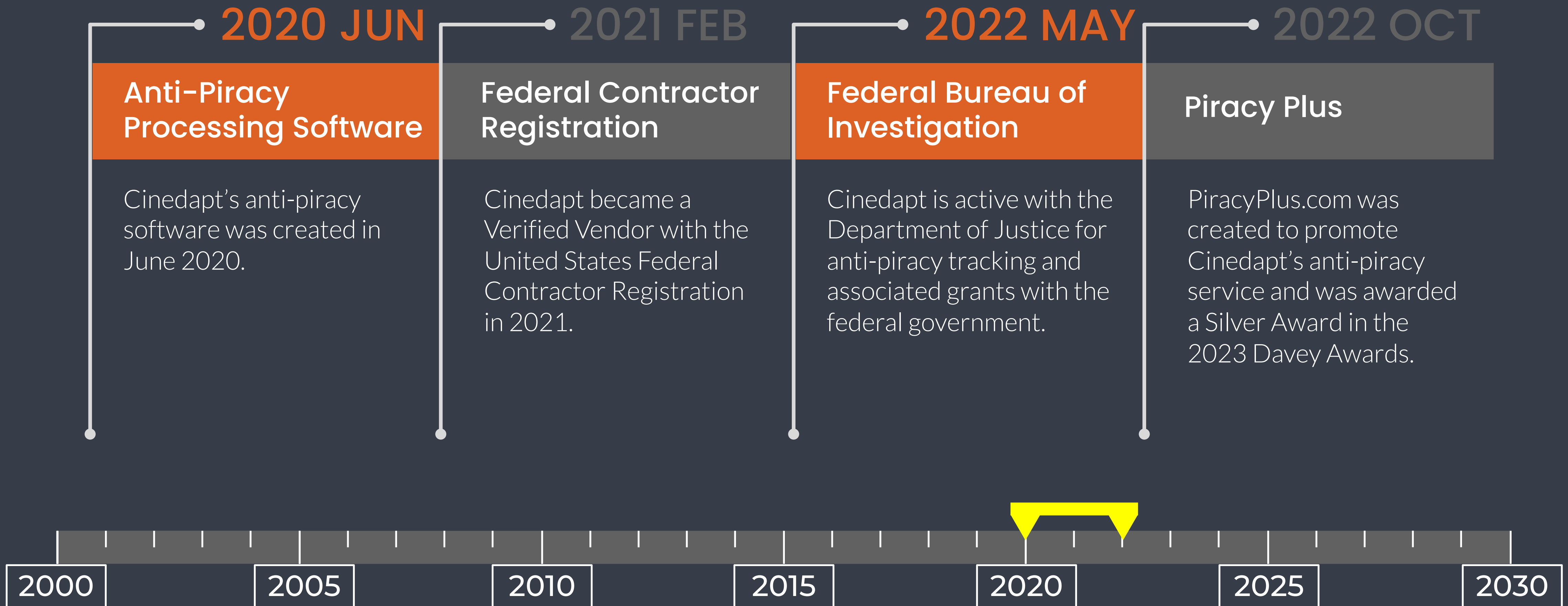
# BUSINESS MODEL

Using “Whiteboard Challenge” as an example, films of the future will have a theatrical release followed by a Cinedaptive release which will be unique to each viewer of the film.



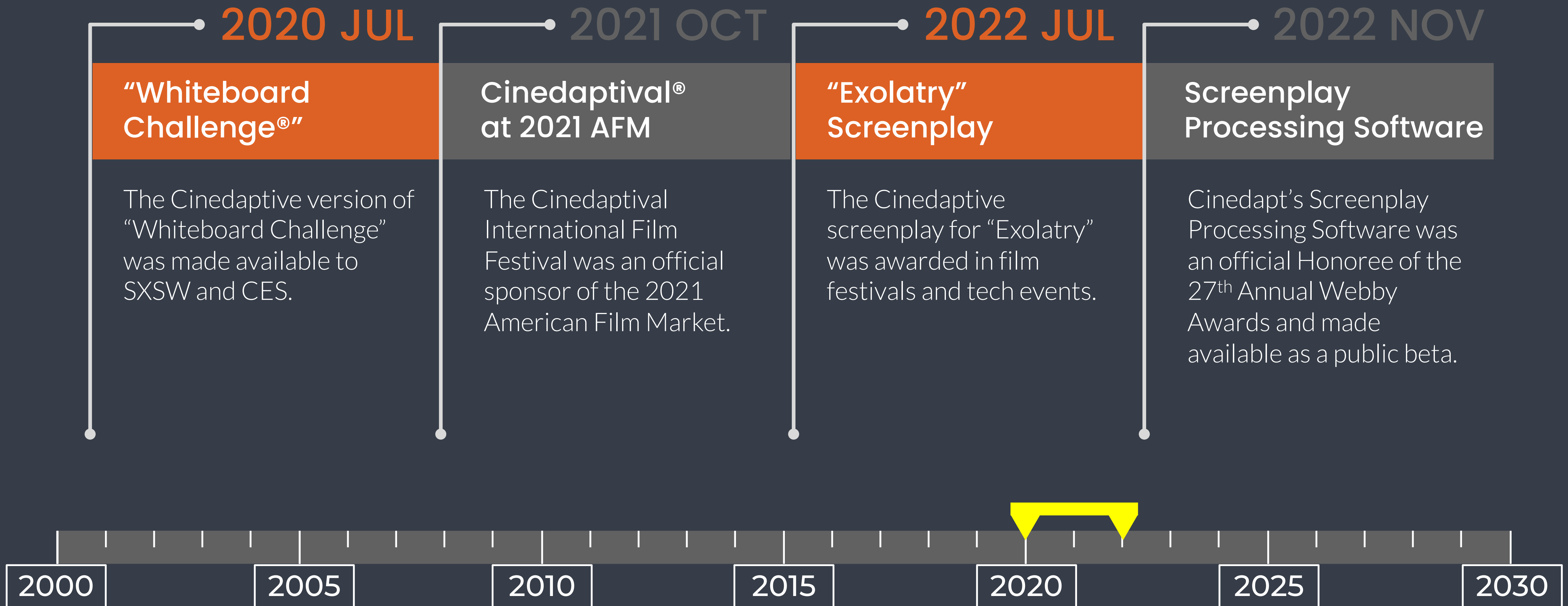
# ANTI-PIRACY TRACKING

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# BETA ACCESS

Cinedapt frequently holds both private and public beta access for its software and content.



# FUTURE

Future features and goals of Cinedapt



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POSSIBLE UPCOMING FEATURES

# FUTURE OF CINEDAPT

Examples of future features for Cinedaptive films include:

## Human Voice Simulation



Lifelike vocals in film

- Deceased loved ones' vocals in horror
- Traumatic phrases from a familiar voice

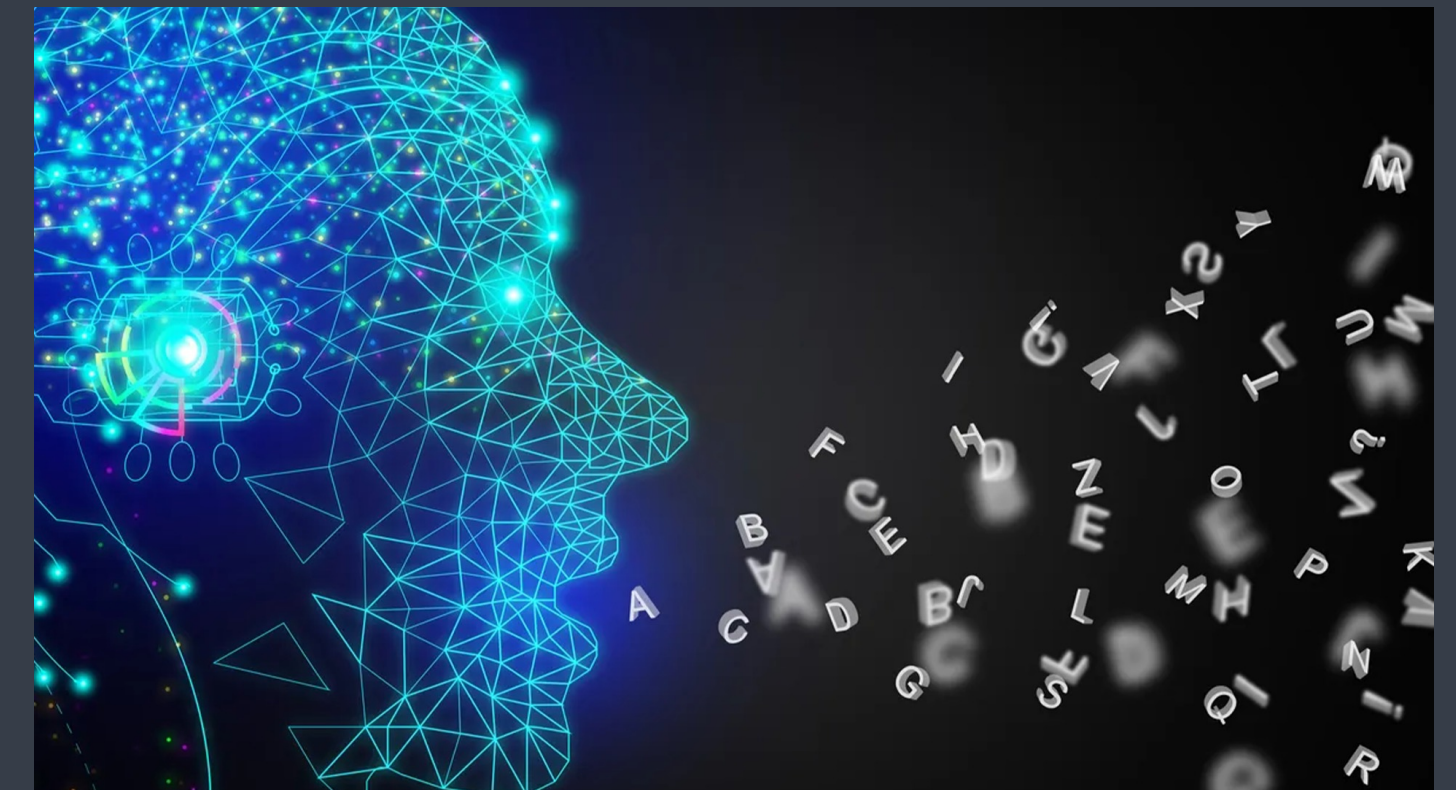
## Deep Fake Generation



Content rendered with other faces and voices

- Recognizable faces in film

## Generative AI



Content that is created purely via artificial intelligence and guided by the filmmaker's description and requirements

- Personalized scenes

**THANK YOU**



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