HELLO! MOVIE

ISDCF PLUGFEST - JAN 13, 2025

Leading the way in providing accessibility and immersive experiences for Japanese audiences since 2020

Los Angeles, California

Who Are:

HELLO! MOVIE

Who We Are:

We are the developers of the HELLO! MOVIE app, which has been in commercial use in Japan since 2020.

Since its launch, the app has been widely adopted by content distributors and exhibitors, and has become a de facto standard devices for accessibility and alternative tracks in Japan.

Our app is used by all the major distributors in Japan, and in recent years we have been onboarding foreign distributors such as the Hollywood studios.

HELLO! MOVIE

Award-winning technology and services

Since its launch, we have received a number of national and international awards. Our awards include the Japan's Prime Minister's Commendation for Accessibility Design and Promotion, the Zero Project Awards by the organization in Austria, Tokyo Social Innovation Tech Awards among others.

History behind the H!M app:

The technology behind the H!M app was one of those reviewed as part of a proof of concept (PoC) initiative funded by the Japanese government in 2015 for a new generation of accessibility devices

Through this process, the study group discovered that our technology and prototype model met their published criteria including:
- Must use personal devices (smart phones)
- Must work properly in any movie theatre environment across the nation "as is" (i.e. without investment in any additional infrastructure, equipment, staffing, etc.)
- Must function properly when the smartphones are in airplane mode, with all signal transmissions disabled (not capable to receive calls or text messages)

Yr. 2020: the commercial launch of the H!M app in Japan.

Yr. 2024: the Accessibility Act was amended, making it mandatory for general businesses (the private sectors including TV/Film industry) to provide reasonable accommodation for the accessibility community.

About the H!M app:

The app offers two types of devices: (i) smart glasses that provide subtitles/captions for the hearing impaired, and (ii) a smartphone app that provides audio descriptions for the visually impaired, as well as alternative tracks such as audio commentaries for the general audience.

It also has a multi-language functionality and sign language functionality can be offered in as many languages as needed.

It is infrastructure-friendly, cost-effective and has a very low implementation impact on exhibitors.

Downloads of the app have been steadily increasing since launch and we are at 2,000% growth since launch and nearly a million cumulative downloads.

Devices:

Smart glasses
(closed captions)

Smartphones
(audio descriptions / alternative tracks)

Our technology is not device specific and can be applied to any other device (e.g. closed captioning on smartphone screens, etc.), which expands our addressable audience.

Key Functionalities:

Key Functionalities	HELLO!MOVIE Devices
Captioning	Yes
Audio Description	Yes
Alternate Languages	Yes
Sign Languages	Yes
Alternate Tracks	Yes
Movie Selection	Yes
Movie Booking	N/A
Support for DCP	Yes
Download at home	Yes
Assistive tech (voice control, etc)	Yes

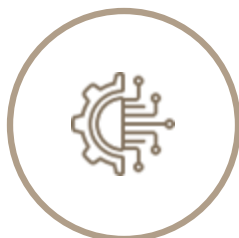| Key Functionalities	HELLO!MOVIE Devices
Noise cancellation	Yes
Audio Leak protection	Yes
Screen Dimming	Yes
Easy app navigation	Yes
Font colour, sizes	Yes
User feedback mechanism	Yes
Format DCP integration	Yes
Download time	> 5 seconds
Scalability	Yes
Compatibility	Yes

Key Functionalities:

Key Functionalities	HELLO!MOVIE Devices
Security: Encryption/Watermarking	• Encryption for content protection. • Watermarking for piracy deterrence during playback. • Secure communication protocols (e.g., HTTPS, API authentication). • Deletion of content after each playback. • iPhone - the screen capture function disabled during the app use. • Android - warning screen appears when screen capture is attempted. • Geo-fencing function is available.
Robust content protection measures	• We use our own patented fingerprint technology and all data is encrypted. • App files can be created within a secure and closed workflow environment designated by content owners.

What's unique about the H!M app:

Proprietary technology:
The app uses a patented acoustic communication solution **"Another Track(R)"** (patents in Japan, US, Europe, China and Korea as of this presentation).

High-Precision Sync:
Our patented technology (the combination of audio watermarking and audio fingerprinting) enables high-precision sync from the start of the film, providing near-zero latency in audio sync when the app launches at the theatre.

Established:
The app has been successfully serving users in Japan, one of the world's most robust cinema markets, for the past 4.5 years.

New business opportunity:
In addition to traditional AD/CC/multi-language, we also offer alternative tracks such as audio commentary, which has proven to be very successful.
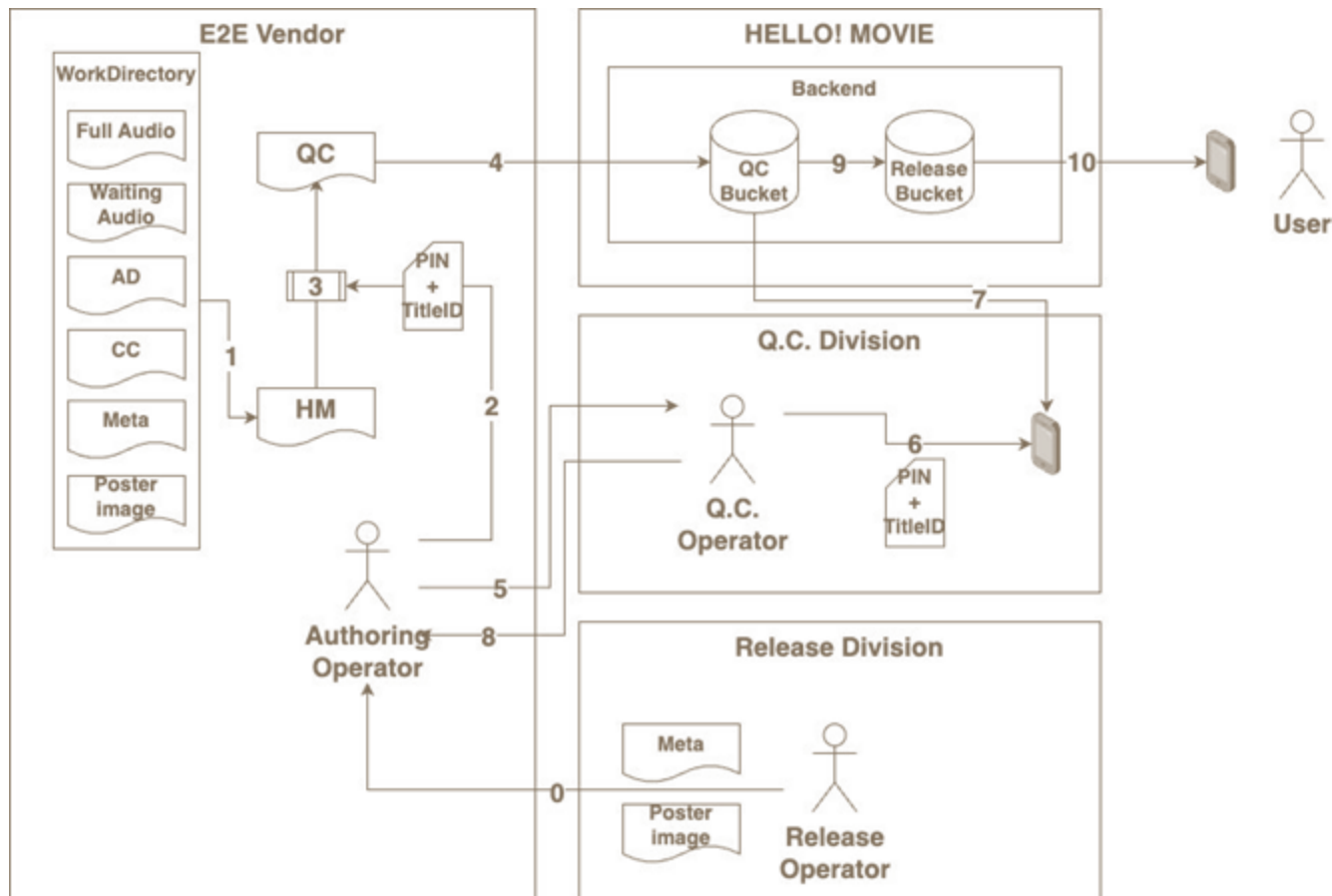
Security:
Our app has been passed rigorous technical assessments by the major content owners. Our workflow is closed and encrypted on multiple levels.

Government Support:
The app was part of the government's PoC project. We continue to receive support and endorsement from the government.
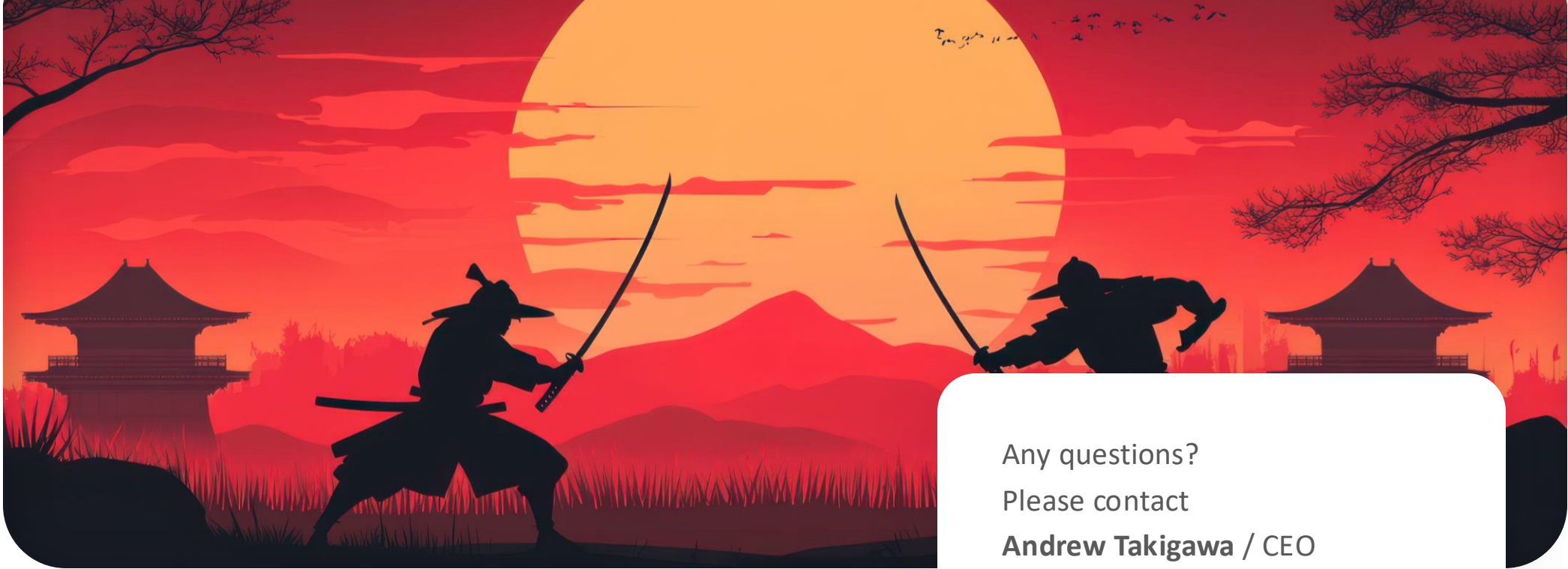
Sample Workflow – secure, concise and simple

- Closed workflow
- E2E vendor designated by the content owners.
- E2E vendors create the app-ready files using the H!M packaging tools.
- E2E vendors provide the app-ready files that H!M uploads to the cloud for consumers to download.

Additional resources:

- Whitepaper - IMPROVED ACCESSIBILITY IN MOVIE THEATERS AND THEATERS WITH ACOUSTIC COMMUNICATION: HELLO! MOVIE, March 2024

- Tabloid - My First Experience of HELLO! MOVIE

Get in Touch With Us Now

Any questions?

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