

CINEMA DRIVE

A multi-sensory * 3D * interactive educational program for young drivers.



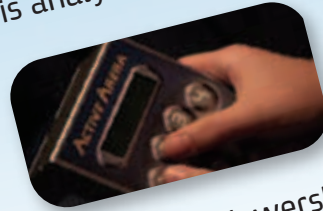
Cinema Park's cinematic experience enables hundreds of young viewers to experience hazardous driving situations while providing useful tips for driving safely using state-of-the-art realization technologies.

"Cinema Drive" addresses the following topics:

- * Driving under the influence of alcohol
- * Distracted driving, such as texting while driving
- * Fatigue
- * Speeding
- * Seat belts
- * Peer pressure

Using personal remote controls, and in complete anonymity, the viewers make decisions, express their opinions, and provide valuable information for their educators.

The collected data is analyzed in real-time and projected on the screen giving immediate feedback on impact of the program on the viewers' future driving habits.



Our 3D technology allows us to take the viewers on a virtual tour into the human brain and the nervous system. They witness the complicated process of reality analysis, distortion in communication and malformation in making decisions. In a similar Cinema Park program about substance abuse prevention, we change the intention to behave of 13% of the viewers.



The program can be projected on any digital cinema screen or in schools via our Mobile Cinema Park units that travels to schools.



CINEMA DRIVE

120 minutes * 5 multi-sensory experiences * A thrilling learning process

We are witness to a struggle between the boys and girls, and how assuming responsibility can eliminate unnecessary hazardous situations.

The 3D Experience
The story of 3 students, celebrating at a New Year party, taking shots of alcohol. Through a 3D journey into the human brain, we learn the processes of the brain, the distortions in data receptivity and interpretation of the reality affected by drinking alcohol.



The 3D Experience

The Motion Experience

A professional test driver is taking us on a journey full of extreme driving situations. We will get useful tips from that driver on how to eliminate uncontrolled situations.



The Inspiration Experience

The Inspiration Experience

Three investigators try to solve an intriguing accident that happened in broad daylight with good visibility and no hazardous road conditions. Using street cameras, computer analysis and a lot of patience, they finally find the foolish, pointless and cruel reason that caused the distraction of the driver for couple of seconds.

The Dark and Imagination Experience

In total darkness, with the surround sound system, we witness a reckless street race in the middle of the night. While our sense of sight is inactive, our brain is sharpened receiving every piece of information and intricate details transmitted through the audio system.



The Interactive Experience

The Interactive Experience

Multiple times during the program the viewers will use their remote controls to participate in an interactive process. Our system will allow us to analyze and distribute information about their opinions and behaviors in various subjects. This information will be examined measuring the impact of the program on their opinion and intention to change their driving behavior. Through an exciting trivia competition, we will examine the absorption of the knowledge, and in a later analysis we will examine the retention of the information. Thirty minutes of fun and pure pleasure of the participants enables us to get valuable information that can improve future results.

TOGETHER WE CAN MAKE A CHANGE!
THE NUMBER OF ACCIDENTS AND CASUALTIES CAN AND MUST BE REDUCED!

