





# Our Script

Mr Cinema was created when the founders of Mr Smith uncovered a grey area in the Super and Mega Yacht market place. They realised quickly that once clients bought their new AV solution it really wasn't very clear what film content they were legally able to have on board, this was especially the case with chartered yachts.

It was apparent that many so called film providers for yachts were not endorsed by the studios, nor was the content provided by them licensed for 'non-theatrical' use, especially for charters or non-family usage.

The Mr Smith team have always been pioneers in bringing new advancements in the industry and wanted to resolve this anomaly and bring legal, up to the minute films to the industry with their mantra that it needs to be the best at a reasonable price.

After many years of research and endless conversations with content providers and the major film studios a path, in cooperation with our licensing partner Filmbankmedia, was found that in effect brings the yachting market a legal way to enjoy new film releases on Super and Mega Yachts.

This is just the start, watch out for more content announcements!

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## *Our Set*

Mr Cinema has developed a solution that is fully approved by Hollywood studios to legally deliver the latest blockbuster releases to you in the comfort of your yacht.

With the Mr Cinema media server, there is no need to waste bandwidth to stream the movies. All the content resides on the secure (studio approved) Mr Cinema media player onboard your yacht.

No need to worry about what AV system you currently use as Mr Cinema's controls are app based and designed to be interoperable with most systems used today.

Capable of being able to stream 4K media and Dolby Atmos® sound (via the Nvidia Shield room connect device or appleTV 4K) you can enjoy cinema quality viewing at the touch of a button.

# Content

## *Legal, Studio Approved Content*

Mr Cinema brings you the very latest studio releases and premium commercial content to the comfort of your superyacht at the touch of a button.

With our ever increasing number of titles and packages you can choose what type of service you wish to enjoy, from early Hollywood releases to a full collection of early releases, classic titles and selected dramas/series.

There is no need to build up a collection as all the titles for each package are pre-loaded to the onboard server and new releases are either downloaded over the secure server or via hard drive updates once a month.

The early release titles are refreshed each month ensuring that during the year you will enjoy at least 15 of the very latest blockbuster titles (platinum package).





## Legal

### *Licensed, specially for the Yachting Market*

The Mr Cinema content is the only legal commercial solution for charter yachts designed to be agnostic and interoperable.

Content licensing can be complicated, especially on a commercial yacht as content rights are normally arranged on a per country basis. Because a yacht is a moving object crossing national water boundaries all the time, a special exception was needed to solve this challenge.

If you charter, loan, or gift the use of your yacht, any film or licensed content (DVD's, media servers, streaming platforms, etc) will need to comply with the copyright of each studio and the relevant

commercial licensing fees need to be paid. This means that home use solutions and password sharing are strictly forbidden and are subject to prosecution. The Mr Cinema solution was created to help you navigate these dark waters with a studio copyright approved commercial solution.

This unique solution follows all the rules of DRM, encoding, encryption (and watermarking when required) for the delivery of your content to full international studio standards. Mr Cinema retains a close relationship with the studios and their official distributors to ensure that we deliver and maintain those standards so that you can rest assured your interests are protected.

# Our App

Software is the new hardware

## Required hardware

Platform	Player	
Android TV	Player model Nvidia Shield Pro	Output resolution SD / HD / 4K UHD
	Operating system Android	Audio Dolby Digital / Dolby Digital Plus / Dolby Atmos / Dolby TrueHD / DTS-X / DTS-HD
Apple TV	Player model Apple TV 4K	Output resolution SD / HD / 4K UHD
	Operating system tv OS	Audio Dolby Digital / Dolby Digital Plus / Dolby Atmos / Dolby TrueHD / DTS-X / DTS-HD



## How to watch

1. Download the app from the store onto your device
2. Make sure the app is in the same network as your onboard Mr Cinema content server
3. Launch the app
4. Start watching

## How it works

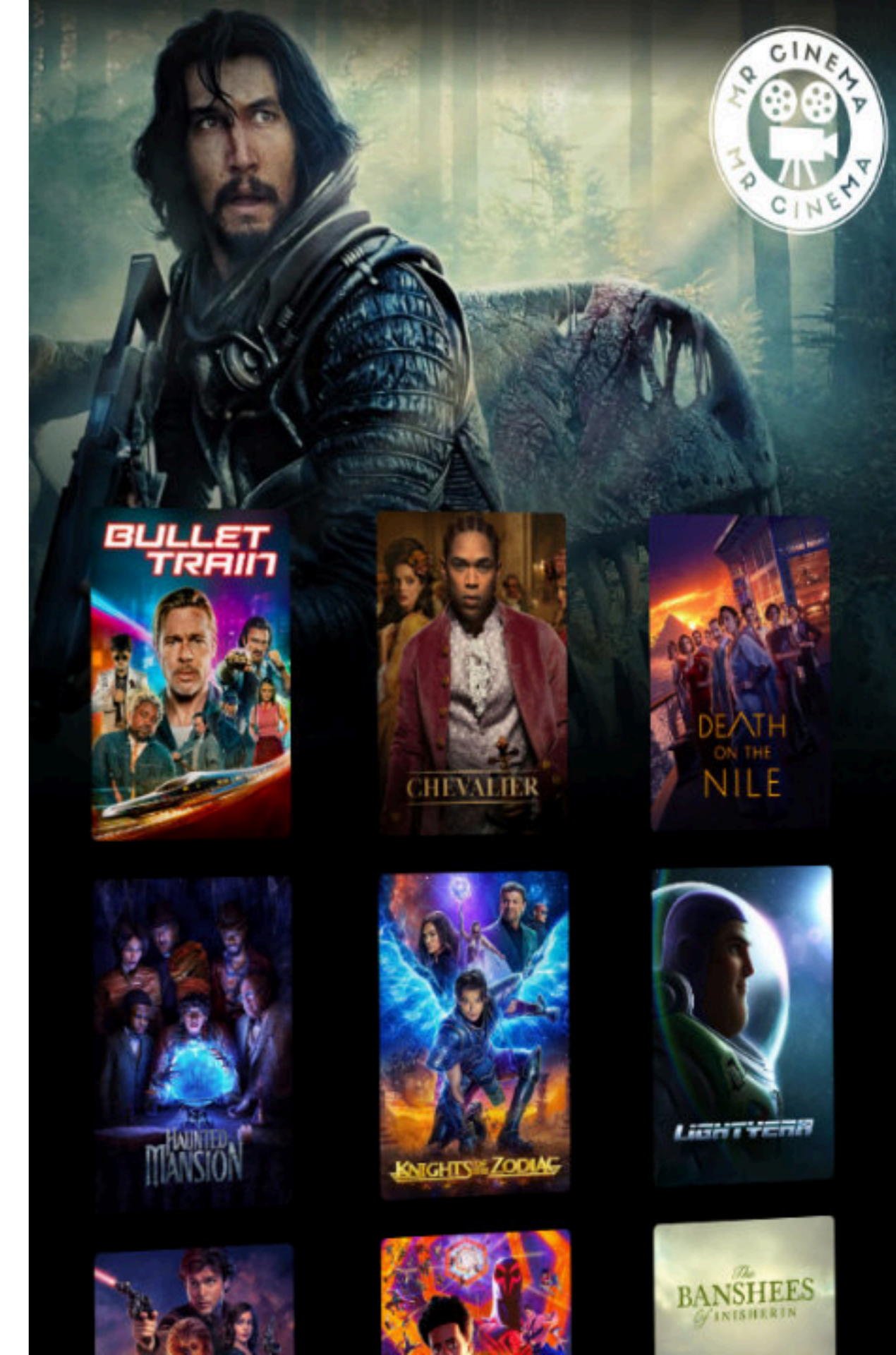
Mr Cinema runs on a specially developed Android-TV and Apple-TV application that uses the latest DRM security standards. The app connects to onboard Mr Cinema Media Server that hosts a secure storage and key server. New film content is delivered monthly via a secure cloud delivery service and is activated by the client to prevent undesirable data usage.

To ensure 4K playback and to meet L1 security requirements a Nvidia Shield TV Pro or AppleTV 4K is used as room player. The Mr Cinema app automatically connects to the onboard Mr Cinema Media Server when launched.

Simultaneous playback from multiple clients is supported by the system.

Integrating the system into your current AV platform is easy. When an AppleTV is already present and integrated in a AV system onboard, no further integration is needed except for downloading the app from the App store.

For the Android TV app, a full integration API is available to have the app, including covers and direct content controll integrated into your current system.





# Content management

*The latest content right now*

## Our content server

Hardware	Specification	
Server model HPE Micro Server GEN10	Storage 12TB (4x 4TB Raid 5)	Maximum content 250 Movies, 250 TV show episodes
	Connectivity 4 x 1 Gigabit ethernet, 1 x ILO interface	Maximun clients 30 room clients



## Method

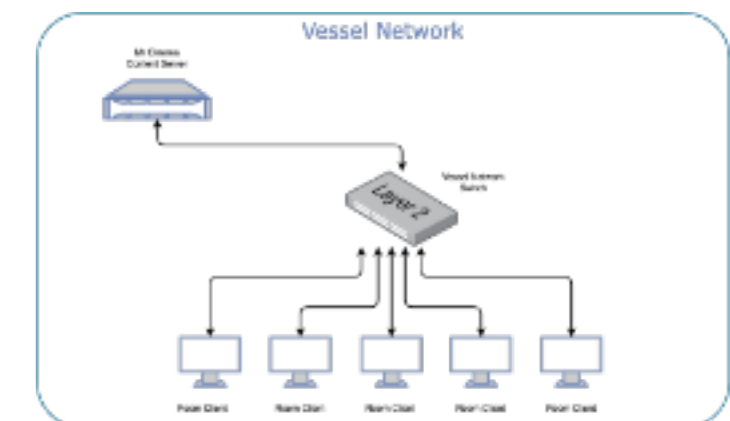
Mr Cinema uses studio approved hardware and is equipped with TPM security to ensure the highest security standards are in place.

The premium solution will be pre-installed on HP enterprise servers that are specially approved for use by the studios.

When the server is connected within the same local area network as the room players, the Mr Cinema app will automatically connect to the secured server. This way the system is designed to be 100 % plug & play.

The server contains our content management platform that takes care of the content download onto the hard-drives.

To avoid unintentional internet use, the management software allows the user to download new content at a time and place of convenience. When new content is available, the system will give an indication that an update is available for download.



# Our plans

Let us make you an offer you can't refuse

Package	Description	Fee
<b>Registration Pack</b> Movies Server + Setup Fee	This includes the supply of a pre-loaded content server, setup of DRM tokens linked to the IMO registration number of the vessel and activation of the service.	€10.000,- one time fee
<b>Gold</b> Gold Monthly Subscription	15 premier movies* 65 classic movies 60 TV show episodes	€1.150,- per month
<b>Platinum</b> Platinum Monthly Subscription	15 premier movies* 85 classic movies 80 TV show episodee.	€1.250,- per month



For the Cinema Multi Room platform we offer a Gold and Platinum package. These packages include the Latest Premier Hollywood Blockbusters and Classic and Iconic Titles. Our contracts will have a 12 month agreement with auto-renewal. All packages include an automated monthly refresh of content.

\*The refresh of premier movies is subject to availability and can vary each month.



## Integration

*Easy as it could get*

The system runs on both android TV as Apple TV, where a control system is programmed for on-screen control. The Mr Cinema app will be integrated automatically using the onscreen control.

Next to the onscreen control, the Mr Cinema app for android TV supports integration using our open API controls. All integrators that are member of the Mr Cinema reseller program have full access to the API so they can integrate the Mr Cinema app natively into their control system. This includes content lists, content visuals, playback control, audio track selection and subtitle selection. As the integrator you can create your own “look and feel” within your favourite control system weather it is Crestron, Control 4 or any other platform that allows customisation.





[www.mrcinema.nl](http://www.mrcinema.nl)