



**CELTIC-NEXT**

**eureka**  
clusters

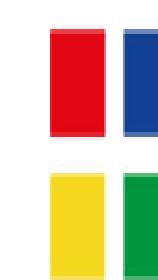
# **Proposers Brokerage Day**

**30<sup>th</sup> January 2026, Vienna**

**Pitch of the Project Proposal**

**FUTURE CINEMA**



 **Screenlight**

**FUTURE CINEMA, Dr. MARINA BRESCIANI**  
**SPA – SMART PROJECT AGENCY-NEM MEMBER** [marina.bresciani@smartprojectag.com](mailto:marina.bresciani@smartprojectag.com)

# The future of cinema in Europe

*The main benefit of the project is an innovative and complete vision for the requalification of the cinematographic panorama.*

*The project aim to renew and keep modern the European cinemas also operating a transformation of cinema spaces into cultural centers and multifunctional spaces.*

*The main benefit is the realization of new spaces at disposal of citizens and target groups to discover an innovative way to realize cinemas and to project cinemas into the future.*

*The added value of the project is the reconstruction in digital and innovative way the cinema spaces to give people a 3dimensional view to be inside the innovation. This will be made using modern technologies for the new constructions and spaces in the respect of the new lines for the environmental and wellness impact.*

# Organisation Profile

**SMART PROJECT AGENCY Srl** is a project management company based in Brussels with aim to support international partners in the redaction and follow up of European Projects. SMART is NEM member.

SMART works in this project in collaboration with **SCREENLIGHT Srl** that is an Italian organization active in the field of cinema and communication.

The most important positioning of the company is in the information technology related to the modernization of the European cinemas through the intervention in cinema spaces to implement high –tech and informatic management.

# VISION - CONTENT

## BUILDING A SUSTAINABLE ECOSYSTEM

This project offers a holistic vision to revitalize the European film industry, focusing on innovative key pillars.

- ❖ Regeneration and modernization of existing cinemas
- ❖ High sustainable technology in collaboration with a telecom partner
- ❖ Renewal of spaces with cross-cutting programs (NEB-NEM)

## THE NEW CINEMA SPACES



# OUTCOMES & IMPACT



## EXPECTED OUTCOMES

The expected outcome is to start a century challenge to support the sector to work on new technology to modernize the cinema spaces.

## IMPACTS

The impacts will be on the final users that are both CINEMAS and USERS that will find a new pleasure to go to cinema with special effects and deep involvement in the time spent. The impacts will also be in the emission contain on technology.

# CHRONOPROGRAMME 36 M.

Year	Month	TRL	LEAD	First year												Second year												Third year																
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36					
Project	start-end	LEAD																																										
WP1: Project management and coordination, DEC plan	1-1																																											
Task 1.1: Administrative and Financial Management	1-1																																											
Task 1.2: Operational Management, together with quality, risk, and IPR Management	1-1																																											
Task 1.3: Dissemination, exploitation, and valorization	1-1																																											
WP2: Definition of applications, specifications, and regulations	1-1																																											
Task 2.1: Specification of the system and concept evaluation	1-1																																											
Task 2.2: Definition of applications and system architecture	1-1																																											
Task 2.3: Regulatory, safety, and integration requirements	1-1																																											
WP3: Technology for space cinemas	1-1																																											
Task 3.1: Design and modelling of technology	1-1																																											
Task 3.2: Diagnostic and characterization methodologies	1-1																																											
Task 3.3: Smart and 3D system	1-1																																											
Task 3.4: Conceptual design and virtual integration	1-1																																											
WP4: Intelligent control and optimization	1-3																																											
Task 4.1: Sensor design and modelling	1-1																																											
Task 4.2: Develop AI-based algorithms for real-time decision-making	1-3																																											
Task 4.3: Integration of AI-based control system	1-3																																											
Task 4.4: Refine AI algorithms	1-3																																											
WP5: Lab-scale validation use case	3-5																																											
Task 5.1: validation of sensor technology	3-5																																											
Task 5.2: Validation	3-5																																											
Task 5.3: Validation	3-5																																											
Task 5.4: verification of the use case	3-5																																											

# Partners

## **BELGIUM** **SPA – SMART PROJECT AGENCY**

Smart is a marketing agency that creates business opportunities through the experience and knowledge of its members. Led by its CEO, Dr. Marina Bresciani, the company aims to provide a concrete and effective response to the many unmet requests from small and medium-sized businesses for assistance in Europe, in positioning their businesses, and in obtaining state aid for co-financing from the European Community

SMART is coordinating the project

[www.smartprojectagency.eu](http://www.smartprojectagency.eu)

# Partners

## ITALY

### SCREENLIGHT

#### Screenlight (Lead Partner)

Screenlight SRL is a Rome-based company specializing in cutting-edge audio and

video services for events and productions. Over the years, it has built deep expertise in professional LED solutions, positioning itself as Italy's leading provider for \*Virtual Production.

It's the only company in the country equipped with a LED wall specifically engineered for cinematic shooting—delivering optimal technical performance for

high-end productions. With the highest number of virtual productions completed

nationwide, Screenlight stands as the benchmark for immersive, next-generation

FUTURE CINEMA, Dr. MARINA BRESCIANI

# Potential Partners



## GERMANY

### INVR.SPACE GmbH

INVR.SPACE is an Award Winning Virtual Reality Full Service Studio. On top of content creation engaged in:

- xR Platform Development
- Hard- & Software Research and Development
- Technology Sales
- Content Distribution

# Contact Info



**For more information and for interest to participate please contact:**

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**Presentation is available via:**



# Join the Consortium Building Sessions



**6th February  
from 14:00-15:00 CET**

Connection details:

Via

[www.celticnext.eu/new-ideas](http://www.celticnext.eu/new-ideas)

