



# Cinemagica

VIRTUAL TECHNOLOGIES FOR REAL EMOTIONS

## WHAT WE DO



CINEMAGICA designs and manufactures  
**IMMERSIVE EXPERIENCES**  
integrating real and virtual

The innovative way of communicating that  
**STRIKES THE IMAGINATION**  
and enhances the experience's effectiveness

## WHAT WE DO

We design and develop  
**INNOVATIVE IMMERSIVE PROJECTS**  
tailor-made for the Customer.



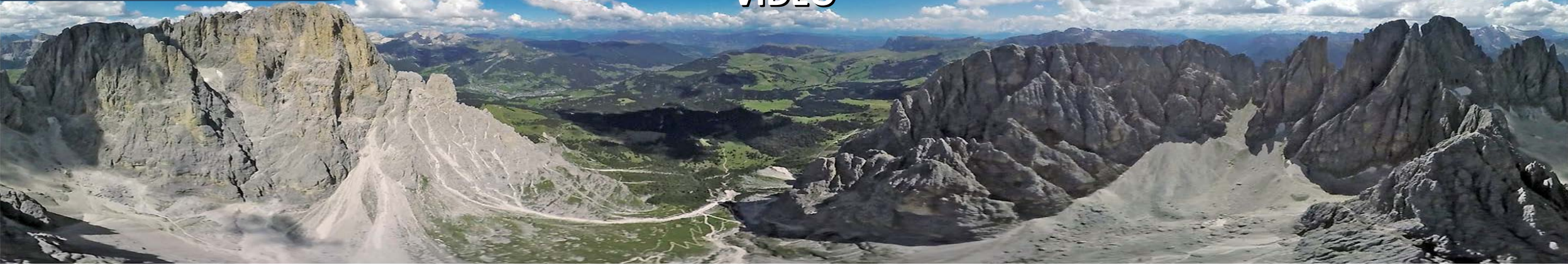
Our **know-how, creativity** and **mastery of VR technologies** are useful for any business project.

From online marketing activities for brand promotion to infotainment installations for trade fairs or presentation events.



WHAT WE DO

## VIRTUAL REALITY VIDEO



The 360 ° videos are real experiences that allow the viewer to look in any direction and to visit places or live situations **as in reality**.



TOURISM



SPORT EVENTS



LEARNING



COMPANY TOURS



TRAINING



WHAT WE DO

## IMMERSIVE PROJECTIONS



VR video is not just an individual experience.

By creating an environment in which immersive video is projected all around us, we do not need to wear viewers but, surrounded by images, we are free to **share our emotions with everyone else.**



WHAT WE DO

## IMMERSIVE TRAINING



A technology that integrates VR video shot in **real environments** and **data analysis**.

A powerful tool for sharing know-how and training maintenance personnel and operators of plants, industrial machines, special vehicles.

Immersive training also improves the operators' learning curves, safety, quality and efficiency of operations.

## ABOUT US

**CINEMAGICA** is an **innovative Start-Up company** born from the fusion of many years of expertise in the sectors of video production, panoramic photography, 3D modeling and animation.

We have obtained numerous awards for our projects and achievements in the VR video production sector.



## ABOUT US



2012

First VR Video experiments

VR video camcorder Project

**Focus**

FOCUS Innovation Award Milano

**WIRED Audi**

Selection at WIRED-Audi Innovation Awards

2021

LAMARCK Award  
CGI Confindustria Bari



First VR music video in Italy  
PIVI Award Roma



BEST PRACTICE Award  
Confindustria Salerno





### What makes us to stand out:

**Long experience**  
in 360° content's  
production



**High specialization**  
in immersive  
technology



Products'  
**high quality**



Constant  
**research and  
innovation**



Our projects and our immersive experiences have been **appreciated by the most demanding customers**





### “360 FLIGHT EXPERIENCE” – Frecce Tricolori

[READ MORE](#)

An **ambitious enterprise** that no one had previously been able to accomplish. Cinemagica has designed special equipment to film the maneuvers of the aerobatic program from inside each aircraft, creating 20 immersive videos with a quality and impact never seen before.

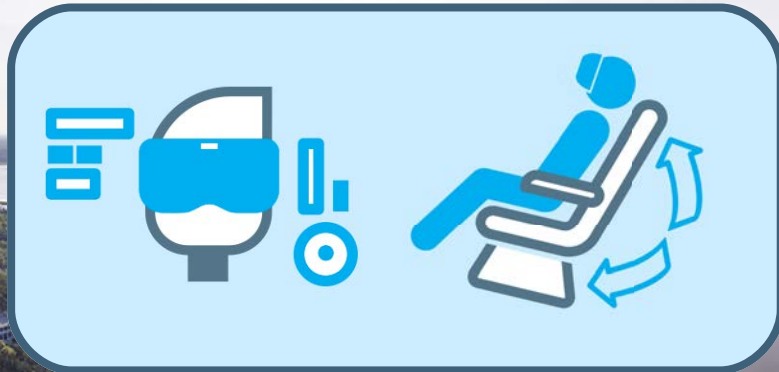


A tool for **training** and **sharing know-how** for maintenance workers of the Apulian Aqueduct systems.

The operators are trained in an immersive environment taken from **reality**. The data relating to user's behavior are collected and analyzed with an **algorithm** capable of determining the level of preparation achieved.







A training tool that allows the user to become familiar with the instrumentation, procedures and maneuvers even **before boarding the aircraft**.

Furthermore, with the DEBRIEF mode, once the flight has been carried out on the real aircraft, it is possible to **relive it in a realistic way** in order to analyze critical issues and margins for improvement.



This immersive tool allows train drivers to learn the procedures and maneuvers, specializing on a specific route.

The railway sections are **filmed from reality** and the simulator dynamically manages the forward speed and the integration of interactive elements (e.g. traffic lights and visibility conditions).

The driver interacts with the **immersive environment** projected all around.





Wear our virtual reality viewer and  
**ENJOY A REAL EXPERIENCE!**



**Cinemagica**  
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Headquarter/main office:  
Via Camillo Rosalba 47/z  
70124 BARI (Italy)  
+39.080.5520479

Branch office:  
Via Bramante 39  
20145 MILANO (Italy)  
+39.02.40707008

[info@cinemagica.it](mailto:info@cinemagica.it)  
[www.cinemagica.it](http://www.cinemagica.it)