TECH ROOM

Hardware, workflows and professional expertise inside a 250 sqm technical set.

TECHNICAL AREA PRESENTATION

TOUCH / TEST / UNDERSTAND

Contents

01	**Identity**	A technical room, not a showroom
02	**Space**	250 sqm beside T26
03	**Setup**	Set design, grip and video village
04	**Hardware**	Cameras, lenses and lighting
05	**Schedule**	14 bookable technical slots
06	**Exhibitor**	Visibility for premium partners
07	**Content**	Company expertise and AIC curation
08	**Access**	Booking, monitoring and follow-up
09	**Sponsorship**	A sponsorable technical infrastructure
10	**Value**	From product to experience

250
MQ

14
SLOT

01H
SESSION

T26
ADJACENT

A technical room.
Not a showroom.

The CineVerse Tech Room is a 250 sqm demonstration environment where hardware, workflows and professional practice meet. Products are not simply presented here: they are placed within a technical situation that can be understood and assessed.

It is where premium exhibitors can focus attention on a product, solution or process, working with a specialist audience in a concentrated, highly interactive format.

WHAT HAPPENS IN THE ROOM

- Technical presentations in dedicated slots.
- Touch and try of hardware and systems.
- Guided tests within a compact set.
- Direct exchange with technicians and professionals.
- Practical analysis of workflows and use cases.

WHAT IT IS NOT

- A replica of the exhibition stand.
- A sequence of commercial presentations.
- A generic area without technical curation.

THE PRODUCT ENTERS THE SET. EXPERTISE MAKES IT CREDIBLE.

Beside T26.
Separate from the Expo Floor.

The Tech Room is an independent 250 sqm room beside Teatro 26. Its proximity keeps visitors within the CineVerse journey; its separation ensures focus, control and a high-quality experience.

01 **Controlled space**

Managed access and a focused audience for every session.

02 **Operational scale**

Dimensions suited to the set, equipment, participants and technical movement.

03 **Proximity to T26**

A direct relationship with the physical and technological heart of the event.

04 **Independent identity**

The Tech Room is not an end zone of the Expo Floor, but a distinct format.

A ROOM LARGE ENOUGH TO TEST. FOCUSED ENOUGH TO UNDERSTAND.

A working technical set.

The setup recreates the essential conditions of a compact set. It is not decorative scenery, but an environment that reveals the qualities, differences and real behaviour of the technologies presented.

01 **Technical set design**

Volumes, surfaces and subjects for testing image and light.

02 **Grip**

Supports, heads, dolly, track and movement solutions.

03 **Video village**

Shared monitoring and collective assessment of the result.

04 **Operating area**

Space for cameras, lighting, lenses, technicians and participants.

TECHNICAL INFRASTRUCTURE

SET / GRIP / MOVEMENT / MONITORING / POWER / AUDIENCE MANAGEMENT

THE ENVIRONMENT DOES MORE THAN DISPLAY HARDWARE. IT SHOWS WHAT THE HARDWARE CAN DO.

Touch.
Test. Compare.

The Tech Room takes visitors from explanation to direct experience. Each session can be built around a piece of hardware, an integrated system or a technical comparison.

01 **Camera bodies**

Sensors, formats, ergonomics, signal management and on-set behaviour.

02 **Lenses**

Rendering, contrast, flare, coverage, breathing and optical character.

03 **Lighting hardware**

Colour quality, output, control, efficiency and shaping.

04 **Integrated workflows**

Camera, lighting, monitoring, data and tools working as one system.

FROM PRODUCT CLAIM TO VISIBLE EVIDENCE.

One hour.
One product in focus.

Each slot is a self-contained window in which a premium exhibitor can present a technology, build a demonstration and leave time for questions and touch and try.

02	07	14	01H
DAYS	SLOT / DAY	TOTAL SLOTS	DURATION

MORNING	BREAK	AFTERNOON	DAY
04 slots	**02 hours**	**03 slots**	**07 slots**
Four technical sessions in the first part of the day.	Lunch break and technical reset of the room.	Three technical sessions in the second part of the day.	Seven bookable sessions each day.

A FIXED NUMBER OF SLOTS MAKES EVERY SESSION DISTINCT, BOOKABLE AND MEASURABLE.

10:00-20:00 WINDOW / REMAINING TIME FOR ACCESS, CHANGEOVERS AND RESETS

More time with the product. Better quality of contact.

The Tech Room gives premium exhibitors a different level of attention from the stand: a focused audience, a dedicated session, a technical context and the opportunity to guide the test.

01 **Product spotlight**

A piece of hardware or a system becomes the focus of a clearly identified session.

02 **Qualified audience**

Access to professionals and visitors interested in the specific topic.

03 **Guided experience**

Technicians and representatives guide the test, comparison and assessment of the result.

04 **Professional proof**

The product is shown within a process, not isolated in a technical data sheet.

05 **Relevant feedback**

Questions and responses from those who use, assess or influence technologies.

06 **Contact continuity**

Participation and follow-up turn the session into a relationship.

LESS GENERIC VISIBILITY. MORE QUALIFIED ATTENTION.

Commercial in purpose. Technical in language.

The Tech Room highlights products without becoming a sequence of commercial pitches. Every session begins with the exhibitor's expertise and is developed with AIC to maintain relevance, clarity and professional depth.

THE EXHIBITOR BRINGS

- First-hand product knowledge.
- Technicians, specialists and representatives.
- Hardware and materials for testing.
- Use cases, workflows and session objectives.

AIC ENSURES

- Editorial coordination and technical relevance.
- Dialogue with cinematographers and professionals.
- A focus on real questions from the industry.
- Consistency with the event's overall professional standard.

SESSION MODELS

PRODUCT DEMO / LENS TEST / CAMERA SHOOTOUT / LIGHTING SESSION / WORKFLOW CASE / TECHNICAL Q&A

CURATION DOES NOT REDUCE COMMERCIAL VALUE. IT GIVES IT CREDIBILITY.

A registered audience. A measurable session.

Access can be organised by slot through booking and accreditation. This helps manage capacity, improve the experience and measure participation more accurately.

01	**Booking**	The visitor selects the session most relevant to their interests.
02	**Accreditation**	The system connects entry, profile and slot availability.
03	**Monitoring**	Attendance is verified in line with room capacity.
04	**Follow-up**	Authorised contacts can continue beyond the session.

MONITORING ACCESS IS NOT ABOUT COUNTING FOOTFALL. IT IS ABOUT UNDERSTANDING WHO CHOSE THAT CONTENT.

ACTIVATION SUBJECT TO INTEGRATION WITH THE ACCREDITATION SYSTEM

The infrastructure can have a partner.

The Tech Room's technical setup is sponsorable. A partner can associate its brand with the working environment that enables tests, demonstrations and professional exchange.

SPONSORABLE ELEMENTS

- Grip and movement solutions.
- Video village and monitoring.
- Technical infrastructure of the compact set.
- Wayfinding and area recognition.
- Dedicated Tech Room communication.

PRINCIPLES OF PRESENCE

- Branding proportionate to the technical role.
- An integrated, non-invasive presence.
- No ownership of the overall schedule.
- Session curation remains with AIC.
- Compatibility with other premium exhibitors.

THE PARTNER SUPPORTS THE PLACE WHERE TECHNOLOGY IS PUT TO THE TEST.

TOUCH.
TEST.
UNDERSTAND.

A room where the product becomes an experience, the test becomes content and the content becomes a professional relationship.

EXHIBITORS

Dedicated time, a qualified audience and a guided test.

PROFESSIONALS

Direct access to hardware, specialists and workflows.

CINEVERSE

A credible, measurable and high-impact technical area.

THE ROOM WHERE TECHNOLOGY BECOMES PRACTICE.