



Reinventing the cinema experience

Play with strangers

Breathe in...

Breathe out...

Pay up !



This presentation contains a short overview of O_2 , a narrative live-action game FMV, combining systemic world-building, real-time decision making and a dynamic social game mode.



Like *"In Time"*
But with **Oxygen** (O_2)



Formats

- Narrative FMV (Full Motion Video) using real-time footage
 - Multiplayer and solo game
 - More than 6 hours of content
- One game session is around 80 minutes*

Genre

- Dystopie
- Thriller

Estimated budget

4 to 5 millions euros

Phase

Préproduction

Public target

Young adults (18 +)

Markets

- Cinema/Streaming platforms & Gaming (for PC and TV)/Mobile devices and tablets
- European, Asian, and American

WWW.02FMV.COM



STORY

In a futuristic society where oxygen is a valuable, controlled resource managed by Pure Corporation, every citizen wears a connected bracelet reflecting their social status. Yellow “Autonomy” bracelets allow daily payments, while white “Serenity” bracelets guarantee unlimited oxygen access and elite privileges. Those unable to maintain this balance are known as Aspyxiants and are assigned to community programmes.

Rescued from an attack carried out by a group of agitators, Anaïs Harper (24), a brilliant but impulsive technician, suffers from lung damage and struggles to afford her treatment. She is about to be arrested by the regulators, so she has no choice but to rely on her coding skills to break into the headquarters of Pure Corporation and steal a Serenity bracelet. Her journey will reveal hidden truths about Pure Corporation and force her to make difficult decisions: form alliances, question loyalties and test the limits of her morality. What will the true cost of Serenity be?

You're in control.

You make the decisions.

And live with the consequences...

MEET THE TEAM

We are an international team from Switzerland, China, and Germany, united by a shared vision.



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CREATOR



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Dramaturgy consultants: Paper To Film (Orlanne Dejean, FR), High Concept (Cédric Salmon, FR)

XR Consulting: Downtown Studio (CH), XNSwiss (CH), Pole Numérique (CH), Swiss Film (CH)

GAMEPLAY

THE CORE EXPERIENCE

O₂ is a simulation of societal complexity.

It challenges players to navigate ecological and social crises where simple answers do not exist, offering high replayability to explore every possible version of Anaïs's fate through diverse strategies and collective decision-making.

There is no "Game Over"; instead, every choice reshapes the narrative, transforming Anaïs Harper from a survival-driven individualist into either a revolutionary, a system collaborator, or a corporate leader.

The game acts as an ethical mirror, forcing players to confront complex moral dilemmas where right and wrong are subjective.

4 KEY GAMEPLAY MECHANICS

- Each projection is unique

Players navigate dilemmas through four distinct typologies of choices: dialogue, stealth infiltration, confrontation, or technical hacking.

Each path requires a different approach to problem-solving, ensuring no two playthroughs feel the same.

- Skill-Based Hacking Mini-Games

When choosing the technical route, players engage in immersive hacking mini-games. Success depends on Anaïs's specific skill set and upgrades, grounding the action in the character's actual talents rather than abstract stats. This blends narrative tension with interactive puzzle-solving.

- "Variable Memory" System

An invisible backend tracks hundreds of narrative variables (relationships, knowledge, reputation). These silently dictate the story's flow, ensuring that consequences feel organic. Anaïs's psychology evolves in real-time based on player behavior, shifting between empathy and radical self-interest.

- Infiltration & Exploration

By infiltrating the "Pure Corporation" tower, players interact with diverse factions (from radical resistance members to indebted workers) each with their own compelling logic. Integrating these diverse viewpoints allows players to gain a broader understanding of the world of O₂.

UX DESIGN OF A SEAMLESS EXPERIENCE

Players need to scan a QR code with their mobile phone to join a shared session, with a backup code available in case of disconnection.

For screenings in theaters, CTRL MOVIE uses a dedicated screen management system designed for interactive DCP formats. This system handles voting processes and ensures smooth playback. Voting is not mandatory; random selections are made by default.

At home or on Twitch, players can launch the FMV content via the cloud, a streaming platform, or the mobile app. Although the content remains the same whether played in single-player or multiplayer mode, the experience varies.

By assuming the role of Anaïs Harper's consciousness, players watch the sequences unfold just like in a movie. During dilemmas, a timer and the available options are displayed simultaneously on both the screen and the app. Voting data is collected on a central server, which instantly triggers the next sequence, ensuring a seamless user experience.

The crowd's majority decision drives the plot.

PROTOTYPE

5 minutes

Multiplayer or solo

Requires a computer and a smartphone

CLICK
TO
PLAY



MAKE AN IMPACT

Beyond Information Overload

O₂ imagines a future where humanity's greed forces a brutal choice between the common good and personal gain. In a contemporary context marked by escalating social and ecological crises, traditional informative or prescriptive formats fail to engage audiences who struggle to appropriate complex issues like resource scarcity through data alone.

O₂ bridges this gap by shifting from telling to making feel: it transforms abstract statistics into a visceral, lived experience where every decision carries an emotional weight.



Immersion as a Catalyst for change

O₂ leverages narrative immersion to bypass psychological defense mechanisms.

- Players are not passive observers. They make difficult choices with visible consequences, forcing them to confront tensions between individual survival and collective good.
- Empathy, discomfort, and tension create an immediate understanding of injustice.
- This emotional engagement challenges strict individualism, fostering a renewed attention to solidarity, equity, and shared responsibility.
- The multiplayer element makes group choices visible, stimulating debate and comparison, turning the experience into a social laboratory for democracy.

Measurable goals

O₂ aims to:

- Evolve Representations: subtly alter how audiences perceive resource management and inequality.
- Fuel Public Debate: create a shared cultural reference point for discussing ecological ethics.

The Science: Why It Works

Our approach is grounded in academic research on narrative persuasion:

- Studies from the University of Cambridge confirm that environmental attitude changes are more durable when driven by lived experience, identification, and moral reasoning rather than alarmist information.
- Aligning with the work of Calvert W. Jones and Celia Paris, O₂'s collective voting system fosters a perception of shared engagement. This strengthens trust in common moral frameworks and democratic processes, proving that solving complex crises requires collective action.

A Transmedia Impact IP

O₂ is designed as a scalable platform for social change.

The project will extend beyond screens into interactive exhibitions and immersive installations, targeting audiences typically disengaged from climate discourse. By mobilizing their own emotional and ethical language, O₂ turns abstract global crises into personal, actionable realities.

***"O₂ doesn't tell you
what to think.***

***It makes you feel
what it costs to
decide."***

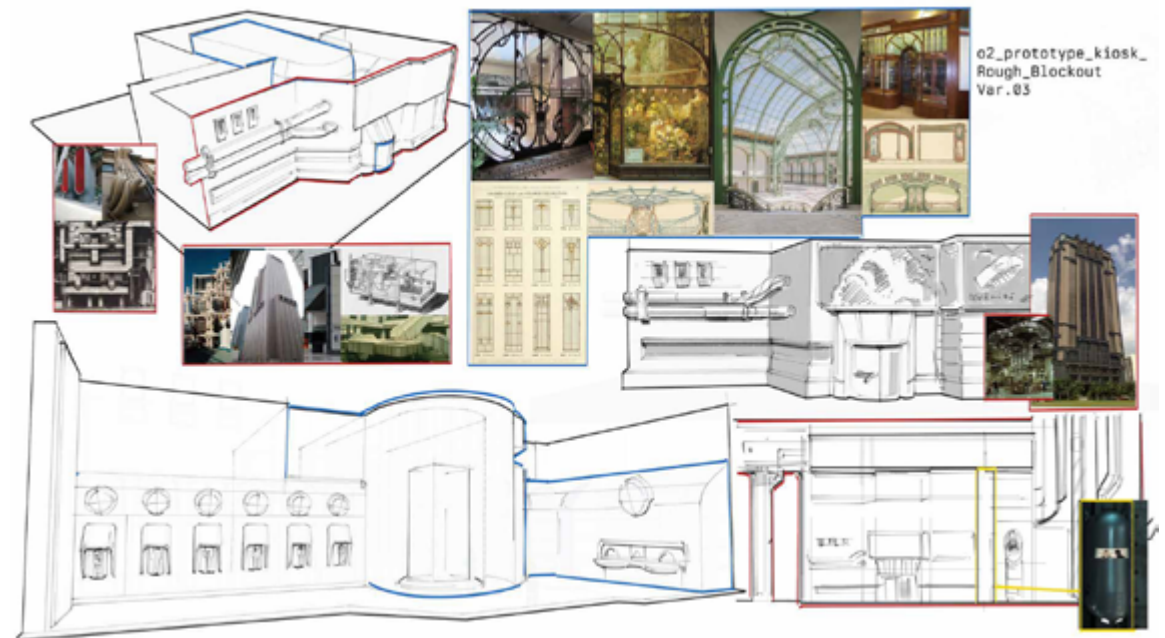
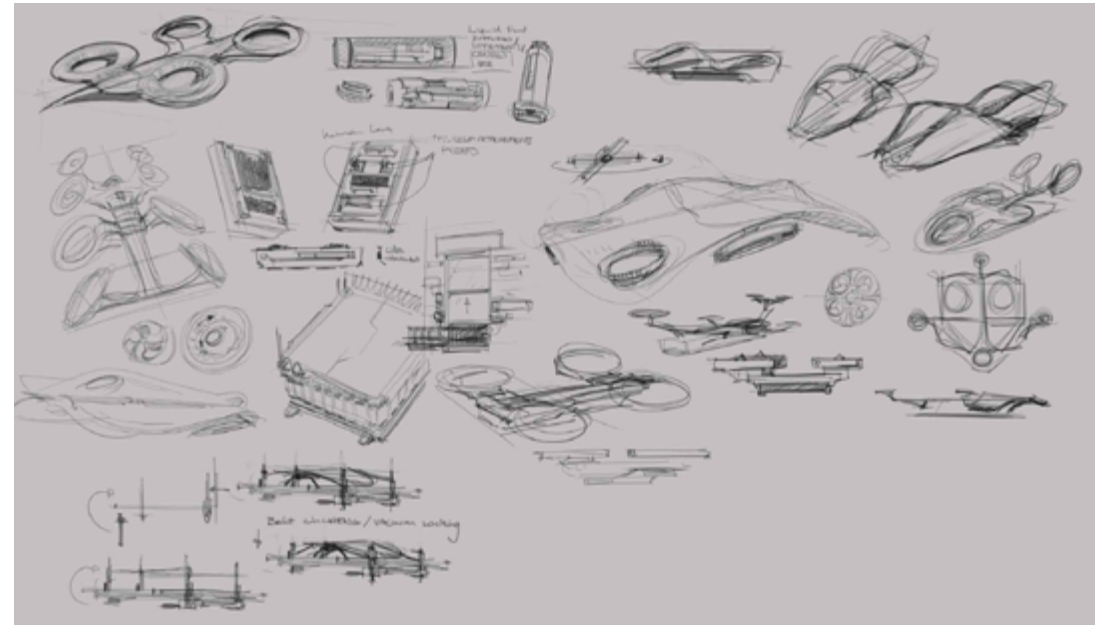


The Narrative Ecosystem

This visual represents the non-linear structure of O₂

- *140 impactful choices*
- *10 distinct endings*
- *3 nuanced variations per finale*

Figure 1 displays 15 different types of wrist and hand sensors, arranged in three rows of five. The sensors vary in design, including simple wristbands, more complex wrist-mounted devices, and sensors that wrap around the hand or fingers. Some sensors have visible wiring or connectors, while others are more integrated into the device's design.



PROJECT TRAJECTORY

SUPPORT OBTAINED



CINÉFORUM Innovation Support 2020



OFC Transmedia Support 2020



MIGROS CULTURE PERCENTAGE Storylab 2021-2022



DOWNTOWN STUDIO Innovation Residency 2024-2026

INDUSTRY



INTERACTIVE CONSULTING Benjamin Hoguet (FR) 2021



HIGH CONCEPT Script Doctoring 2023



CTRL MOVIE Technology Partner software integration 2023

FESTIVALS



GIFF Switzerland
2024 Selected for GDM Pitch Session



ALTNEXT China
2025 Selected for Pitch Session
2026 Selected for "Booth Prototype" WIP Session
Pannel: How cinema could become a collective game played with strangers



VENICE IMMERSIVE Italy
2025 Selected for Swiss Film Immersive Pitch Session
2026 Selected for Swiss Film Prototype Booth



FIAM Morocco
2026 Selected for Swiss Focus & WIP Session (International Prototype Project)

PHASE

2020-2025	WRITING & DEVELOPMENT
2025-2026	PROTOTYPE
2026-2027	PREPRODUCTION
	• Finalizing the Team <i>Selection and validation of the Director.</i> • Securing Partners <i>Active search for final European co-producers and distributors.</i> • Funding Strategy <i>Implementation and closure of the full financing plan.</i>

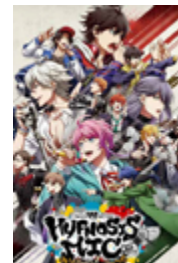
O2 MARKET

Capitalize on a proven format with a unique social voting mechanic.

- *Theaters actively seek new content to attract the 25+ demographic; O2 fills this gap perfectly.*
- *Success relies on seamless play across Mobile, TV, PC, and Console, maximizing reach in both mature (EU) and high-growth (China) markets.*

High engagement and long-term revenue cross-platform.

- LATE SHIFT (4M players, still selling on Steam after 10 yrs)
- BANDERSNATCH (Netflix)
- CHOOSE LOVE (21M views)
- LES BURGERS VOLANTS (200k viewers)
- GOLD DIGGER (#1 Steam China, #8 Steam Global)
- HYPNOSIS MIC (\$16M Theaters Box Office)
- SLAY DAY (Interactive Slasher Film, release 2027, 1,000 screens)
- TWITCH/YOUTUBE COMMUNITY SCREENINGS (e.g., Inoxtag) and cinema hybrids (Les Burgers Sanglants in 30 theaters) prove audiences crave shared, interactive experiences.



CONTACT

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