Welcome

MLOAD is a free app, created by MAV, designed for you. Join us to find out how it works!
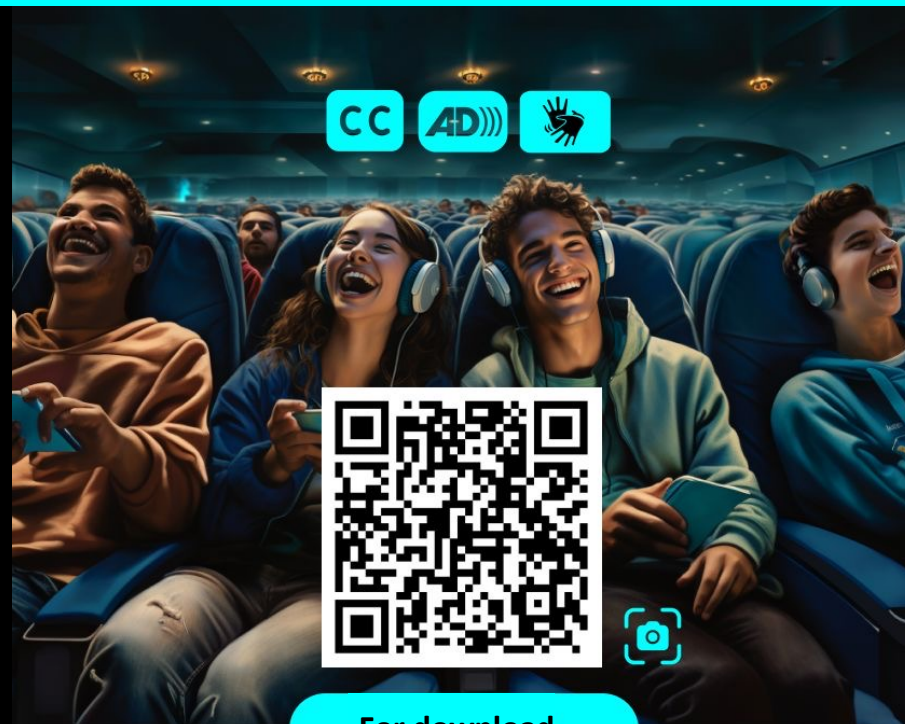
Start

M LOAD

by **MAV**

MLOAD is a free app that provides accessibility features for watching movies in theaters and it's available for download on **App Store** and **Google Play in multiple countries.**

Simply search for **MLOAD** or scan the **QR code** to get started.

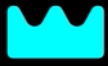**Enjoy the movie!**

Tip: We recommend downloading the app and selecting your preferred accessibility features before you head to the theater.
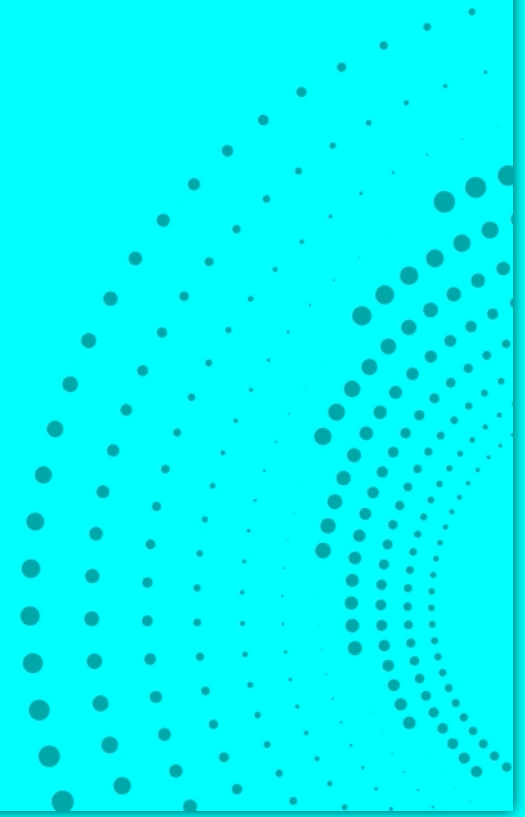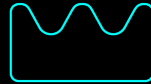

For download

Tutorial
How to download
and use the
M LOAD app

M LOAD

Tutorial: how to download
and use the MLoad app.

Who we are

Timeline

- **1994** — Grupo steno
- **2008** — steno Mobi
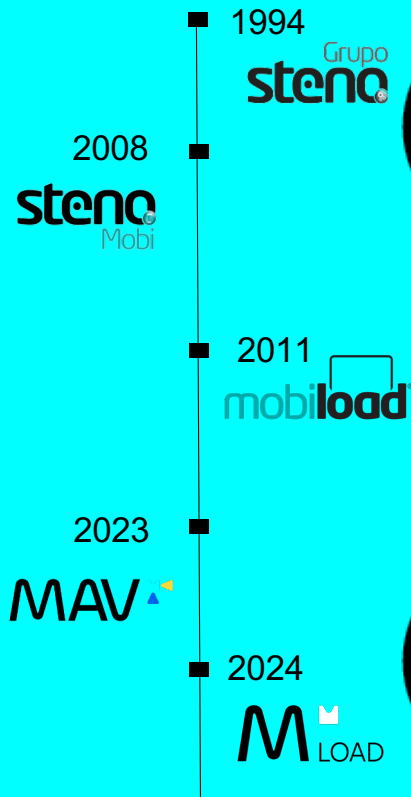- **2011** — mobiload
- **2023** — MAV
- **2024** — M LOAD

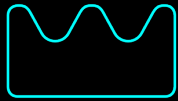MAV: Tranforming Accessibility for All

We aim to combine the best accessibility experience with market needs, serving an audience that represents about 15% of the global population.

Through the production of accessibility, we monitor and develop technologies that simplify processes and improve the daily lives of people with disabilities.

At MAV, we believe that through innovation, collaboration, and commitment, we create solutions that make the world more accessible for everyone, everywhere.
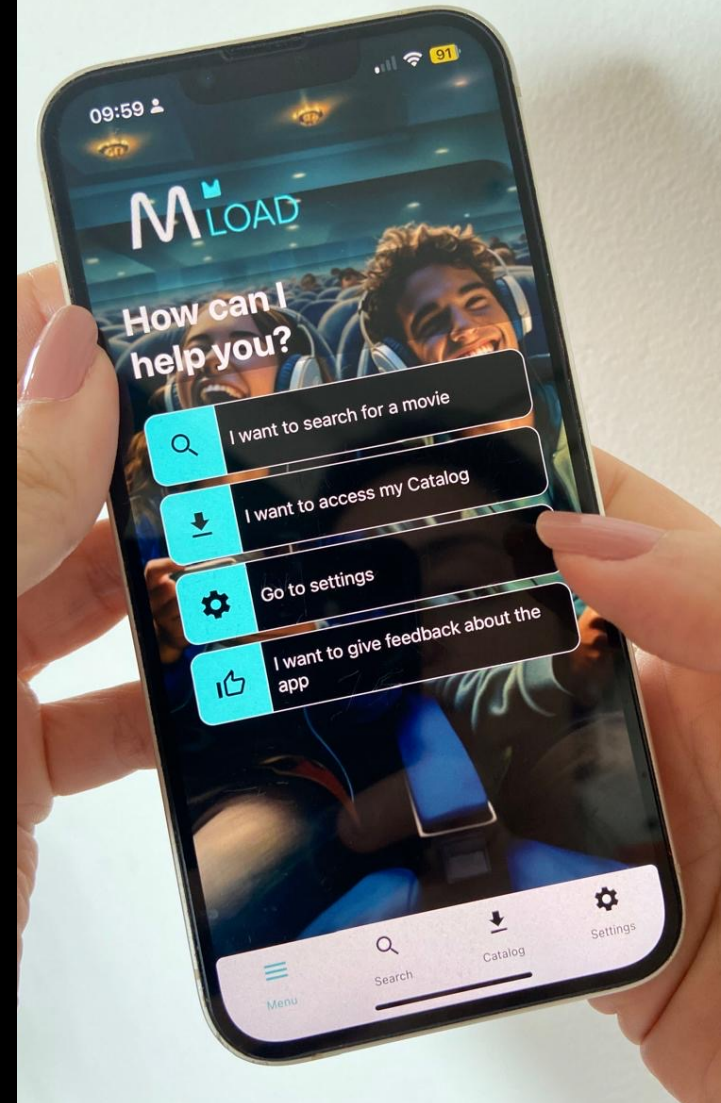
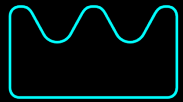**Transforming together, making accessibility for all**

Design and Accessibility

o **Screen reader-friendly buttons:** Buttons that are better adapted for screen reader users;

o **Simplified navigation:** Straightforward navigation that gets you to the point;

o **Introductory screen with easy-to-follow tutorial:** An introductory screen with a simple tutorial.;

o **Modern layout highlighting key functions:** A modern layout that prioritizes the most important functions;

o **In-house development with continuous improvement:** Allowing us to adapt quickly to market-specific needs.
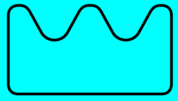
MLoad®

Personalize your experience:

- Choose your preferred navigation language
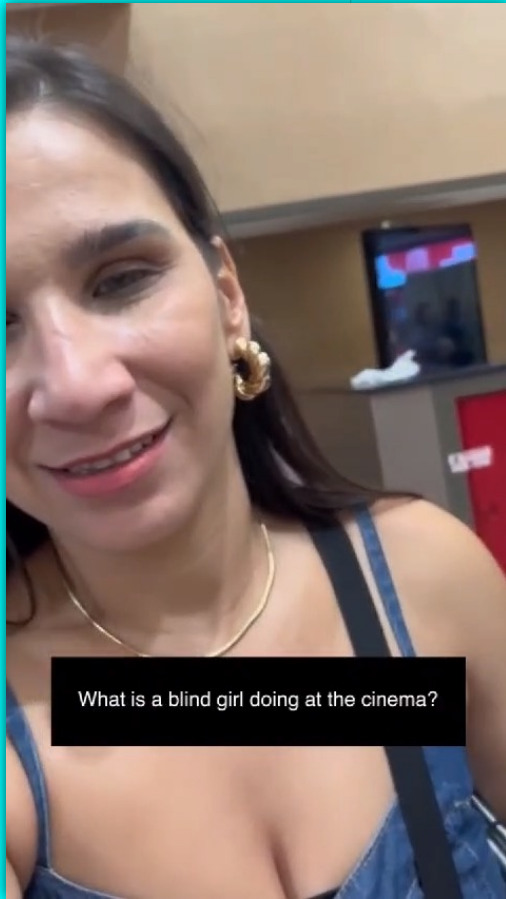
- Adjust subtitle, color and size

Additional features:

- Files are deleted 6 hours after playback or 24 hours after download; This approach ensures the security of the content while minimizing storage requirements on users' devices.

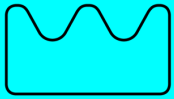- Screen brightness reduction automatically when syncs starts.
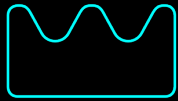
User experience

To sync accessibility features

https://youtu.be/O6TZe8wQNxA

Security

Encryption - All our system's content is stored in S3 buckets using advanced encryption with AWS KMS keys.
This approach ensures data is protected at rest, preventing unauthorized access.

Digital Rights Management (DRM) prevents unauthorized copying and access.
It acts as a protective layer that controls how content is accessed, distributed, and used, ensuring it is only available to authorized users.
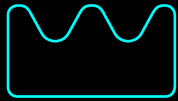
TPN defines the requirements and best practices that help prevent content leaks, breaches and hacks in the media sector.
The TPN standards, set by the MPA and CDSA, are incredibly high and are used to measure security capability in an industry susceptible to high-profile attacks.
Leading creative studios rely on TPN best practices to protect their work from potential breaches.

Assessment - The OWASP Mobile Application Security Verification Standard, The OWASP Mobile Application Security Testing Guide (MASTG), Open Web Application Security Project Periodic penetration testing, Backdoors, Reverse Engineering, etc.
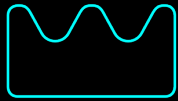
MLoad and its impact on the community

Cinema accessibility offers an opportunity to expand our audience and foster a more inclusive environment. While progress has been made, we need to actively promote these options to ensure people with disabilities can fully enjoy the movie experience.

o **Collaboration with leading disability organizations;**

o **Hosting workshops on utilizing MLoad for accessibility;**

o **Organizing special sessions with sensory interactions.**

Roadmap

Following steps

- HI Audio Track

- Multilingual subtitles

- Multilingual Dubbing

- Login system implementation

- Accessibility integration in smart glasses and devices
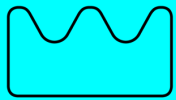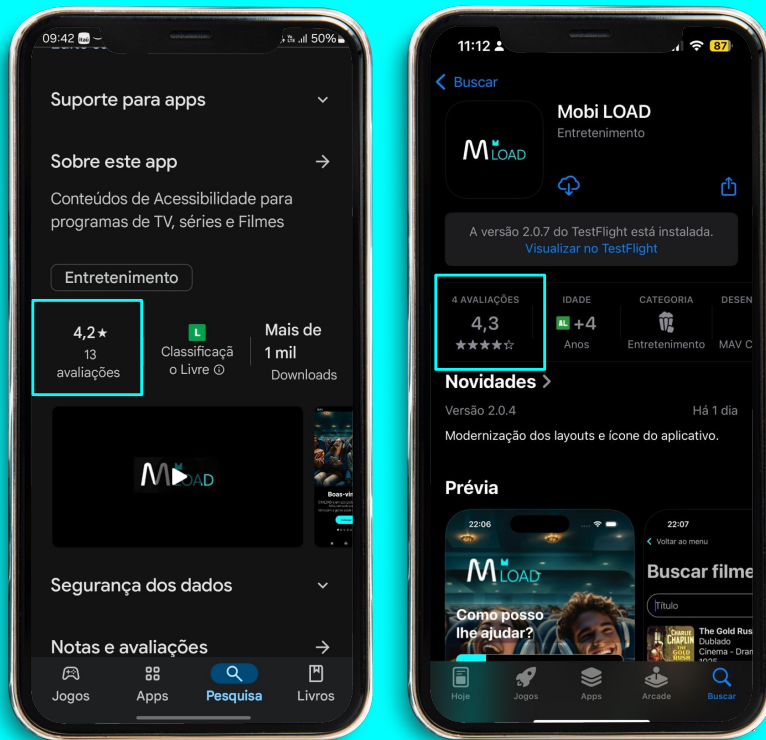
Our Numbers

Since the app's cinema release in January 2023:

- Over **300 available films**;

- **15 Film Festivals**;

- More than **20,000 downloads**.

MAV

User experience

"I can only express my gratitude for this app. As someone with low vision, it has literally changed my life. I absolutely love going to the movies now. Please continue with this project. Know that this changes lives."

"Amazing! It's great that you don't miss a beat during quiet parts. As someone who's visually impaired, being able to build a picture in my mind with the audio description is really important."

"My experience was wonderful! I was so happy to see my deaf friend watching the movie and understanding everything, thanks to the inclusion of LIBRAS."

"The accessibility features were great while I was watching the movies."

M LOAD

by MAV

We're committed to making your movie experience as accessible as possible.

More information?

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https://gomav.co/m-load/

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