

Upgrading Movie Memories Online

Sessions of Movie Memories may be run TODAY to groups of Seniors with great success from DVDs that contain public domain film clips and onscreen questions. However, improvements to an online website version would encourage millions (seriously!) to try the activity and sign up for the monthly fee that would allow use of Movie Memories without commercial ads.

Onscreen Host

Host segments could be shot with a celebrity who is now a senior citizen. An introduction to *How Movie Memories Work* would be especially helpful, and this segment could promote the activity online. A Host could also ask questions at the end of segments while they appear onscreen over him or her. This would not be necessary for all segments, but for licensed or most popular ones.

Licensed Film and TV Shows

Current Movie Memories use public domain films, but any film clip can be turned into a Movie Memory. Films such as *Casablanca*, *I Love Lucy*, *Andy Hardy*, *Boston Blackie* and *Mary Tyler Moore Show* could be leased to increase variety and popularity of the activity.

High Definition Films

The current Movie Memory DVDs are standard definition. The quality could be upgraded to HD that would play much better on large screen TVs and video projection in auditoriums.

Website Design

A simple Movie Memories website needs to be designed and set up. Programming a website would be a one-time job since others could upload new videos with the template in place.

How the Website Might Work

List Movie Memory segments by genre. Clicking on each would go to a page that gives info for discussion, lists the four questions and runs a preview. Segments would be selected like a shopping cart and sent to a Play List page, from which each session is run by pushing *Start* and then *Pause* over the questions. Play lists could be rearranged, revised and saved for future use. Home users would bypass the play list page and simply play what they wanted, although each segment would be preceded by a brief ad.

Weekly Additions

Movie Memories Online could be kept fresh by adding new film segments weekly. This would require a full time staff to acquire leased product, select film clips, compose questions, add films to the website, handle accounting and other duties.



Launch Big!

Movie Memories Online could be properly introduced to the world of Retirement Communities at a large yearly convention of Activity Directors. Word would spread worldwide instantly. Free two-week test periods of running MM segments without ads could be offered.

Audience of Millions!

There are millions and millions of Seniors with time on their hands. Movie Memories is a brand new activity that promotes memory therapy, reminiscing and social interaction. Movie Memories has every chance of becoming as well loved as *Monopoly*, *Scrabble* and *Bingo*! Test it! Invest in it!