



the usual neXt

Where digital strengthens human connection

the usual neXt is the innovative startup revolutionizing immersive entertainment, through a unique business model that unlocks a €36.7 billion opportunity in digital engagement, helping young people overcome growing digital fatigue.

The company, founded in 2020 with the goal of combining technological and social innovation, promotes authentic offline interactions to meet the needs of Generations Z and Alpha. At the same time, the multimedia company's technologies represent advanced tools for brands, influencers, and event organizers, to whom the usual neXt offers scalable solutions and immersive experiences.

The mission is clear: to leverage technology to strengthen communities, rather than fragment them. This is why the usual neXt creates spaces where young people can develop their personalities and build meaningful connections.

While using cutting-edge innovation, the company maintains a deeply human approach, balancing technical excellence and authentic expression in every project.

the usual neXt positions itself as a leader in artistic innovation, pioneering multimedia experiences that create new expressive languages for exploration, experimentation, and evolution.

Its projects celebrate artistic traditions and emerging voices, helping audiences connect with cultural heritage and experience contemporaneity. This fusion opens up new immersive creative paths: the multisensory environments designed by the usual neXt facilitate profound artistic discovery, making every interaction a moment of growth.

In a world where digital platforms can lead to isolation, the usual neXt offers tools to encourage authentic sharing and transform the digital landscape into a bridge for human connections, using technology as a tool that brings people together.

The company embodies the perfect fusion of creative vision and innovation. This unique combination of digital expertise and human values allows for experiences



that resonate with audiences. The integration of AI, blockchain, and IoT creates the perfect balance between digital and offline, which has allowed the company to forge strategic partnerships in the tourism and events sectors.

the usual neXt cultivates the power of immersive innovations that foster offline interactions, designing advanced multimedia experiences that are not only engaging but also transformative.

This is why the usual neXt has formed valuable collaborations with cooperatives and associations, with the shared goal of celebrating and enhancing global artistic heritage through innovative events and entirely new narratives. From art exhibitions in geodesic domes to engaging community events with virtual influencer Luna Dolph, it builds common ground through initiatives that unite people and encourage dialogue.

The usual neXt team members are guided by a deep awareness: creative expression and human connection are essential, not optional. Technology should amplify the self, not replace it. Authenticity, connection, and creative courage are the foundation of the company culture.

With these premises, the company has created a work environment where every team member feels valued and empowered to contribute their unique perspective. Furthermore, by working remotely, the company guarantees flexibility and a work-life balance.

At the usual neXt, creativity thrives and innovations emerge from diversity and collaborations from around the world. Led by experts in technology, entertainment, and international relations, the startup has formed key partnerships and developed proprietary technologies.

As it deepens the fusion of artificial intelligence, virtual reality, and traditional cinema, the usual neXt is always ready to welcome potential partners who wish to embark on this pioneering journey. The company constantly expands its global supply chain through crucial meetings and collaborations that ensure high standards of quality and alignment with the mission of reconnecting people through meaningful physical and digital interactions.

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