



The Future Connected

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CreatedBy_ Partners with CineBlock for the First Connected Digital Twin of Iconic, Collectible Movie Memorabilia

CineBlock Utilizes CreatedBy, Ramping-up the Film Industry's Potential of Prop Assets in the Circular Economy while Increasing Transparency and Sales

Los Angeles, CA, November 7, 2023 – Today, CreatedBy_ the innovative platform for circular sustainable connected fashion, film, and art, announces the first-ever connected digital twin for iconic film props, starting with CineBlock and their iconic game set from the movie [Malibu Road](#). Movie memorabilia has significant value and CreatedBy_Connect allows for collectible prop storytelling within their connected activation experiences. Launching today, is the film industry's solution for casting encrypted iconic movie prop authentication towards increasing value with fan-buyers throughout the props' lifecycle.

“This is a monumental step forward for Nifty Cinema, as we disrupt the independent Hollywood and movie memorabilia market,” says Prince A., founder of CineBlock. “The CreatedBy_ NFC ID tags allow our Web3 marketplace to add value for buyers and sellers of these unique goods in the secondary sale market by reducing the fraud around these one-of-a-kind real world items. In addition, this imprinted NFT digital overlay adds to the potential use cases enhancing the intrinsic value. Collectible movie, TV, and film props have turned forever ‘phygital’. Let the games begin!”

“We are thrilled to have CineBlock and Nifty Cinema utilize our CreatedBy_ Connect platform,” says Tom Wallace, CEO and Founder of CreatedBy_. “The film industry has always had a need for authentication of classic memorabilia – from Dorothy’s ruby red slippers in the Wizard of Oz to John Snow’s sword in the Game of Thrones to Barbie’s re-vision of the iconic 1959 black & white striped bathing suit. CreatedBy_ creates the phygital realm for the real memorabilia – including direct attribute links for telling the back-story – all of which is a part of the authentication experience for fans.”

With the rise in film memorabilia becoming a vital part of fan-based purchases and trading, the need for connected goods and authentication to illuminate and combat counterfeiting has been of extreme importance for movie studios. The CreatedBy_ Connect platform solves this problem and also provides 360-circularity for sustainable product tracking and transparency, which adds significant value and trust with both the film producers and prop creators, and the new owners.

How it works: Custom attributes can be added to iconic movie props using the self-service Createdby Connect App when encoding and encrypting CreatedBy_NFC tags to their connected goods, creating the option for a unique experience for each item. The [Createdby Connect App](#) is available on the [Apple App Store](#) and NFC tags can be purchased at [CreatedBy_store](#). Finally, creators now have a simple to use connected good platform that can connect brand or product needs, whether it’s connecting one iconic movie prop or thousands.

To learn more and get involved: Contact: Kathleen@Createdby.io or (323) 630-4000. www.createdby.io

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About CineBlock: CineBlock® is a web3, film-tech software company that is re-defining film finance, investing, and monetization for the 21st century. CineBlock® builds simple, productive, user-friendly apps for the film content-loving community.

About CreatedBy_: Empowering films, brands, designers, and artists to simply create affordable and secure product authentication, engaging activations, storytelling, and circular sustainable relationships with consumers and fans throughout their connected product’s lifecycle and beyond - made simply using a mobile phone. www.createdby.io