

# Cinema by Brand 2026

## Brand Brief

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# 01

**About the Project  
& The Outcome We Expect**

## About the Project

'Cinema by Brand' is an initiative where a brand serves as the central theme for film production. Unlike traditional branded content, the objective is to allow audiences to naturally experience the brand through a purely creative film, without relying on direct brand presence on screen.

Notable examples include the films 'Perfect Days' and 'Night Fishing'. 'Perfect Days' was produced to promote the 'Tokyo Toilet Project', an initiative that renovated 17 public restrooms in Shibuya. Surprisingly, the sole condition for its production was simply that it be a film about public restrooms and a cleaner in Tokyo. The film 'Night Fishing' is also a piece of branded content for Hyundai. The absolute only production requirement was to shoot the movie using the seven cameras integrated into the IONIQ5.

As demonstrated by these cases, even if a film embodies the core philosophy or the business essence of a brand, the space for creativity remains wide open.

## The Outcome We Expect

The criterion is simple. The focus is not on works that forcefully insert the brand into the narrative, but rather on 'the piece that best expresses the core of the brand through a cinematic narrative.' The final piece of this project will be unveiled to the public not as an advertisement, but strictly following cinematic language, delivering pure entertainment through a premiere in cinemas.

The ultimate expectation is to present a unique and perfectly crafted creation, designed to meet the elevated standards of modern audiences and truly capture their hearts.





02

**About the Brand**

# Brand: Hanwha

Since its establishment in 1952, Hanwha has left a lasting mark in rebuilding post-war South Korea, starting with the explosives industry. It is now a diversified corporation engaged in various fields, including aerospace, energy, maritime solutions and finance.

## Today Hanwha

Business Enterprise  
In South Korea

Top  
**5**

2025

Global Networks

**887**

2026 Q1

Fortune Global  
500 Company



2025

One of the TIME 100  
Most Influential Companies



2024

Hanwha Introduction Video



\*Click the image to play

## Hanwha's Main Canvas

# SOLAR ENERGY



As one of Hanwha's key business sectors,  
it features globally recognized clean energy solutions.

1<sup>st</sup>

- U.S. Residential Solar Market Share for 8 Consecutive Years
- U.S. Commercial Solar Market Share for 7 Consecutive Years (Wood Mackenzie, 2025)

1<sup>st</sup>

Established the 'Solar Hub',  
the first and largest solar  
manufacturing base in  
North America

1<sup>st</sup> Tier

2025 Tier 1 Clean Tech  
Company by S&P Global

1<sup>st</sup>

Solar Category  
at the Life & Living Award  
in Germany

TOP

- Top Brand by the global solar award, EUPD
- Solar Module Top Performer by the solar certification institute, PVEL
- World's highest power conversion efficiency for Perovskite tandem cells

Hanwha's Main Canvas

## SPACE -Earth Observation Satellites

Built upon end-to-end capabilities in satellite development and manufacture, Hanwha possesses integrated Earth observation satellite solutions.

Through these systems, ultra-high resolution image data is captured and integrated with artificial intelligence (AI) technology. This process provides critical insights for a wide range of sectors, including weather and disaster monitoring and the maritime industry.

TOP

The premier ultra high-resolution satellite technology.  
It identifies 15cm objects, surpassing the already world class 25cm level.

350 km

Observes Earth from a closer distance than conventional satellites orbiting at 500 to 600km



Hanwha's Main Canvas

# SPACE -Launch Vehicle

Appointed as the system integrator for KSLV-II (Korea Space Launch Vehicle-II), South Korea's government-led next-generation launch vehicle program. Hanwha participates in all stages from design to launch operations by collaborating with the Korea Aerospace Research Institute (KARI).

24<sub>years</sub>

Continuous participation  
in the Korean space launch vehicle  
development project since 2003

2023

Successfully carried out the 3rd  
launch of Nuri under the Korean  
Launch Vehicle Advancement Project

2025

Successfully carried out the 4th  
launch of Nuri under the Korean  
Launch Vehicle Advancement Project



## Hanwha's Main Canvas

# OCEAN

Holding the No.1 global market share for LNG carriers, Hanwha provides merchant ships, special-purpose vessels and offshore plants, as well as eco-friendly ship technologies and marine energy solutions. It leads the advancement of the shipbuilding industry by building smart yards, developing smart ships and commercializing eco friendly and high efficiency marine engines.

1<sup>st</sup>

Global Market Share for LNG Carriers

## **Hanwha's Philosophy Is**

A relentless commitment to sustainability drives  
our bold innovation, allowing us to create  
transformative solutions for individuals, society and the planet

## **What Hanwha Aspires to Become**

The driving force behind industries and society

## **If Hanwha Were a Person**

Bold and intrepid,  
Visionary and purpose-driven,  
Trusted and proven

03

**Subject Matter + Fact book**



Logline

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**A story featuring space solar power  
built on the philosophy of Hanwha that  
inspires hope for the future of humanity**

Summary of Hanwha's Philosophy  
: Sustainable Tomorrow for Humanity and Society





**Why space solar power?**



# Subject Matter: Space Solar Power

## **What is Space Solar Power(Space-based Solar Power)**

Space solar power is defined by the technology of generating electricity in space and utilizing that energy solely within the space environment.

## **The Value of Space Solar Power**

As humanity advances into space, the most significant question it faces is, 'How will the energy used in space be generated?'

Sending payloads into space requires massive amounts of energy and technology. For the exploration and research of space, including satellites, lunar probes and deep space explorers, the generation and utilization of energy in space is an essential challenge that must be addressed.

This is why space solar power is emerging as a highly anticipated technology. Building solar power facilities in space allows for the continuous collection of solar energy 24 hours a day. By utilizing this generated electricity directly in space, humanity will be able to harness the vast expanse of space with much greater ease.

The most fundamental element for expanding beyond Earth and reaching into space is the technology of space solar power.



# Subject Matter: Space Solar Power

## Technology for Extreme Space Environments

Space solar power powers a wide range of technologies in orbit.

To make this possible, however, specific technology is needed to withstand the harsh conditions of space.

Right from liftoff, it has to survive incredible speed and pressure.

Once in orbit, the real key to maximizing efficiency is enduring a space environment completely different from Earth's, which means fighting through vacuums, extreme temperature swings, ultraviolet rays, and cosmic radiation.

Hanwha solved the problems of traditional space solar cells, which were expensive and had low power generation efficiency (meaning how well they turn sunlight into electricity), by introducing a new material called 'Perovskite' paired with 'Tandem' technology.

Already certified for having the best power generation efficiency in the world, Hanwha's 'tandem cell' is also gaining wide recognition for its incredible durability and reliability. On top of that, since it is lighter than traditional cells, it gains a huge competitive edge in space where weight directly equals launch costs. Plus, wrapping the cells in special glass and putting several sheets together makes them tough enough to survive the harsh environment of space.



# Space Solar Power for Humanity

Think about Earth observation satellites gathering insights to solve global challenges, the International Space Station hosting astronauts and communication satellites exchanging data with the ground. The countless systems powered by space solar power up in orbit are ultimately technologies built to benefit humanity on Earth.

Ultimately, space solar power is not just about finding a new energy source up in space. It is a powerful technology that will help shape the future of humanity, powering everything from AI and space data centers to advanced satellites, making it one of the most important energy technologies for the future.

That is exactly why this bold new project is set to share a film about space solar power with the world, bringing a true sense of excitement to what the future holds for humanity.

## ✦ SSP Key Point

### **Satellites Don't Unfold Their “Wings” Until They Reach Space**

Larger solar panels generate more power, but rocket payload bays have limited space.

Solar panels are launched in a folded configuration and unfold like wings once in orbit, where they begin generating power.

### **In Space, Solar Panels Define a Satellite's Lifespan**

A satellite's cameras, communication systems and computers all rely on electricity.

The better its solar panels perform, the more equipment it can operate and the longer it can carry out its mission. Because satellites cannot return to Earth for repairs once launched, their solar panels ultimately determine their lifespan.

### **In Space, Even 1% Can Make All the Difference**

Satellites cannot simply use larger solar panels.

As a result, even a 1-2% increase in solar cell efficiency allows the same-sized panel to generate more power, providing greater flexibility in satellite design.



## ✦ SSP Key Point

### **The Sun Shines Brighter in Space**

On Earth, clouds and the atmosphere block part of the sunlight. In space, however, there is no atmosphere, allowing solar panels to receive stronger sunlight. As a result, solar panels of the same size can generate more electricity than they can on Earth.

### **Perfect for Solar Power Brutal for Solar Panels**

Unlike on Earth, there is no atmosphere in space to protect solar panels, exposing them to an extremely harsh environment.

They must withstand intense solar radiation, high-energy particles, space debris traveling at several kilometers per second and even micrometeoroids. To endure these conditions, their surfaces are protected by multiple layers of specially reinforced glass.

### **Generate Power 24/7 Without Stopping**

On Earth, rain and clouds reduce solar power generation.

In space, there are no clouds or rain, allowing Space Solar Power to generate electricity continuously, 24/7, except once every orbit when it passes through Earth's shadow.

# Fact book

- ✦ Principles and Applications of Space Solar Power
- ✦ Supporting Reference Materials



**Join this deep dive into the technology behind space solar power  
and discover its transformative applications.**



## What Is Space Solar Power(SSP)?

**Space Solar Power generates electricity by capturing sunlight with solar panels in space. One of the most widely used power generation methods in space, alongside nuclear batteries.**

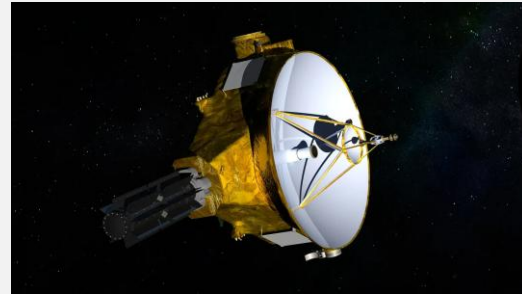
### Energy Sources Used in Space

#### ◆ Space Solar Power(SSP)



Space Solar Power offers the reliability and cost efficiency of the sun's abundant energy.

#### ◆ Nuclear Battery

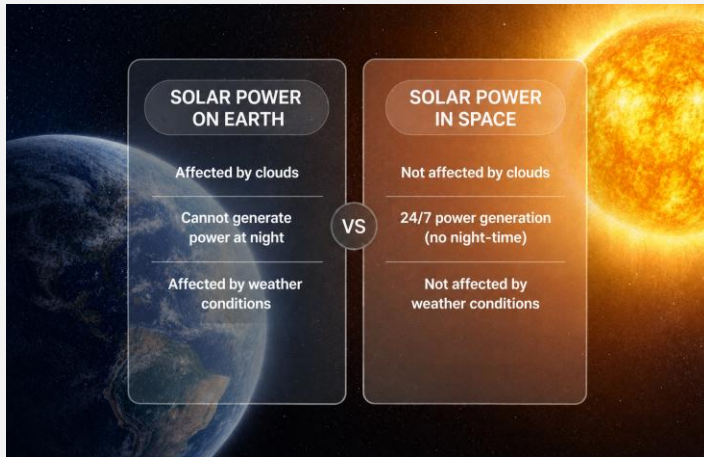


Generates electricity by converting radiation into electrical energy. Reliable, but limited by scarce materials and low power efficiency.

## What Is Space Solar Power(SSP)?

**This technology offers substantial advantages over ground-based solar power, emerging as a leading, robust energy technology.**

### Why Space Solar Power Stands Out



Space Solar Power is free from climate impacts thanks to the absence of atmospheric interference and enables uninterrupted 24/7 operation without nighttime limitations, except once every orbit when it passes through Earth's shadow.



**Today, Space Solar Power is drawing the most attention for powering satellites and space-based data centers(SBDC).**

### Applications of Space Solar Power



#### ◆ Satellites

- After launch, satellites remain in space for years.
- They need to produce their own electricity.
- Most use solar power to power cameras, computers and other onboard equipment.

With Space Solar Power, satellites achieve total energy independence, remaining self-sustaining with no resupply required.



#### ◆ SBDC (Space-Based Data Centers)

- A Space-Based Data Center is a group of servers and GPUs operating in space.
- Solar panels generate the electricity needed to keep them running.

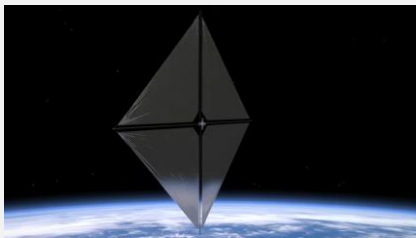
Space-Based Data Centers require efficient, reliable power. Space Solar Power delivers continuous, virtually limitless energy.



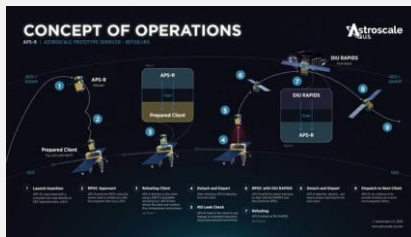
## The Global Race for Space Solar Power

**Driven by its strategic importance and broad range of applications, major countries are now competing to develop space solar power technologies.**

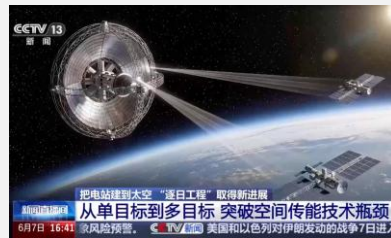
### Global Space Solar Power Projects



NASA's Solar Sail System  
in Development



Japan's Concept for  
On-Orbit Servicing  
(Space Refueling Station)



China's Zhuri Project  
for Space Refueling

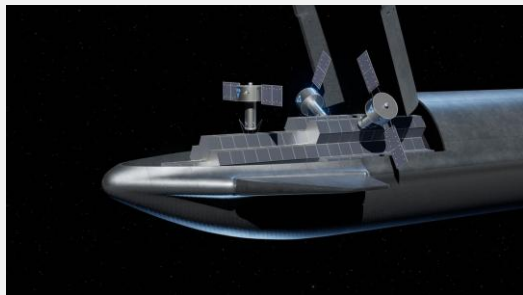
**Major spacefaring nations—including NASA, Japan, and China—are actively advancing projects to develop future space solar power technologies.**

## The Global Race for Space Solar Power

Big Tech corporations are developing Space-Based Data Centers to overcome the power and space constraints of ground-based AI data centers.

**To make this possible, big tech giants are investing in and advancing Space Solar Power.**

### How Global Technology Companies Are Advancing Space Solar Power



The "Suncatcher Project" aims to launch two satellites by early 2027 to build SBDC.



Developing "Space-1", a SBDC for AI inference, image analysis, and sensor data processing in orbit.

Space-Based Data Centers can benefit from the natural cooling of space and eliminate land constraints.  
As a result, investment in Space Solar Power is accelerating.



## Key Research Milestones in Space Solar Power

NASA recognizes Perovskite solar technology for its high power conversion efficiency.

# Hanwha joined a Space Solar Power demonstration project with its Perovskites technology.

## Hanwha's Space Solar Power Technologies

### Hanwha Qcells Joined NASA's Space Solar Power Demonstration Project

#### How NASA is Improving Solar Power Perovskites for Improved Efficiency

NASA scientists and other researchers around the world are working to improve the efficiency and durability of solar panels. In addition to using silicon, scientists have discovered that adding a layer of minerals known as perovskites can dramatically improve panel efficiency. Perovskites help capture bluer visible wavelengths, complimenting silicon's redder wavelength coverage and allowing a solar cell to capture more light. In 2023, several independent research teams created small perovskite-silicon solar cells that exceeded 30% efficiency, and the best experimental cells today are approaching 50% efficiency.



Perovskite Technology  
Featured by NASA

#### Qcells sends tandem solar cell to moon in NASA-backed test to tap space power

Qcells said it will take part in the space science and technology demonstration project "SSTEF-1," supported by the National Aeronautics and Space Administration, and supply tandem cell samples.

The project is overseen by EGIS Aerospace, and carried out by the Georgia Tech Research Institute (GTRI), a nonprofit applied research institute under the Georgia Institute of Technology. To verify solar cell performance in space, GTRI selected as a demonstration product the tandem cell developed by Hanwha Q CELLS GmbH.



## Key Research Milestones in Space Solar Power

**With higher efficiency, lower weight and lower cost, Hanwha's perovskite tandem cells will lead the next generation of space solar power.**

### Hanwha's perovskite tandem cell technology

Stacking two layers  
captures more sunlight

Two types of solar cells are stacked to capture more sunlight and produce more electricity.

Lower weight,  
lower cost

Lighter, more efficient and more cost effective than conventional space solar cells

Built to withstand  
the harshness of space

Protected with specialized glass and assembled into large arrays to endure the extreme conditions of space

By reducing the size and number of solar panels,

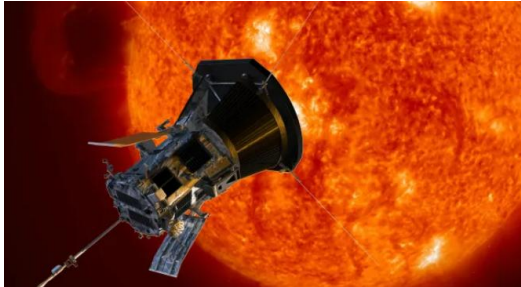
Hanwha's perovskite tandem cell technology lowers satellite launch costs, enabling more satellites to be launched and more space solar power to be generated.

①

## NASA's Perspective on Space Solar Power

The History, Principles and Efficiency  
of Space Solar Power

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②

## SOLARIS Project

ESA's Space Solar Power Project

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1

## The Rise of the Lunar Economy

Intensifying Competition for Lunar Resources including Hydrogen, Helium-3 and Rare Earth Elements

Article 1.  
April 3, 2026

### Artemis Project Drives 'Lunanomics' Lunar Economy

U.S. invests \$93B in Artemis, targeting lunar resources amid space race with China

Article 2.  
May 4, 2026

### NASA Fosters Development of Lunar Resource-Seeking Technologies

Article 3.  
April 1, 2026

### Lunar prospectors: the businesses looking to mine the moon

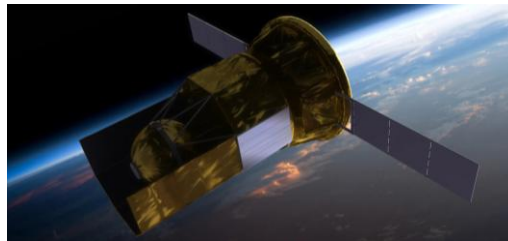
2

## The Emergence of "Space Refueling Stations"

Testing "Space Refueling Stations" to Support Long-Duration Mars Exploration

Article  
May 20, 2026

### NASA satellite will test orbital 'gas station' tech to help astronauts reach the moon and Mars



▲ The Liquid Oxygen Flight demonstration (LOXSAT)

3

## The Era of Lunar Cargo Delivery

Lunar Cargo Transportation Services are also expanding to support lunar resource mining

Article 1.  
July 9, 2026

### Japanese company books 1,100 pounds of cargo space on SpaceX Starship mission to the moon

► Building Lunar Logistics Services for Cargo Delivery to and on the Moon

Article 2.  
July 8, 2026

### With SpaceX Starship, Japan's ispace provides ride-share to the moon

► Delivering Multiple Companies' Cargo to the Moon in a "Carpool" Style Service





## Official NASA+ Documentary

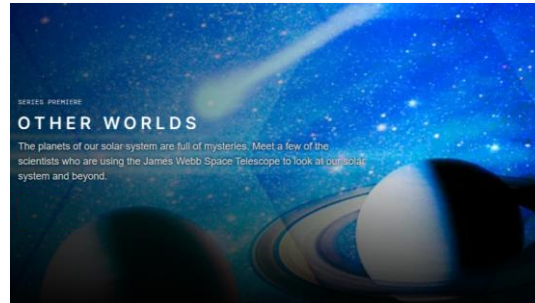
NASA releases documentaries covering the progress and behind-the-scenes stories of its space projects.

### Featured Works

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Documentary on the Artemis Program  
NASA's lunar exploration initiative



Documentary on the  
James Webb Space Telescope



Documentary covering  
the asteroid sample collection mission

\* Click each image to watch the video.

04

**Food for Thought**

# Brand Collab Cases

✦ Case Study of Branded Content





# The Beauty Inside (2015)

## Brand) Intel

While consumers interact with high performance laptops and devices, Intel provides the core technology and innovation behind them from the inside.

<The Beauty Inside> portrays a love for internal essence over external appearance, mirroring Intel's own mission to highlight the essential technology operating within.



# Perfect Days (2023)

## Brand) Tokyo Toilet Project

This film serves as a promotional piece for The Tokyo Toilet project, which revitalized seventeen public restrooms in Shibuya ahead of the Olympic Games.

< Perfect Days > presents public restrooms as essential urban spaces that provide a quiet and humanistic foundation for our daily lives.

The film portrays the value of a simple day by highlighting the dignity and hospitality of public facilities reflecting how the core philosophy of The Tokyo Toilet project extends into a meaningful cinematic story.





# John Lewis Christmas Advert Series (2007~)

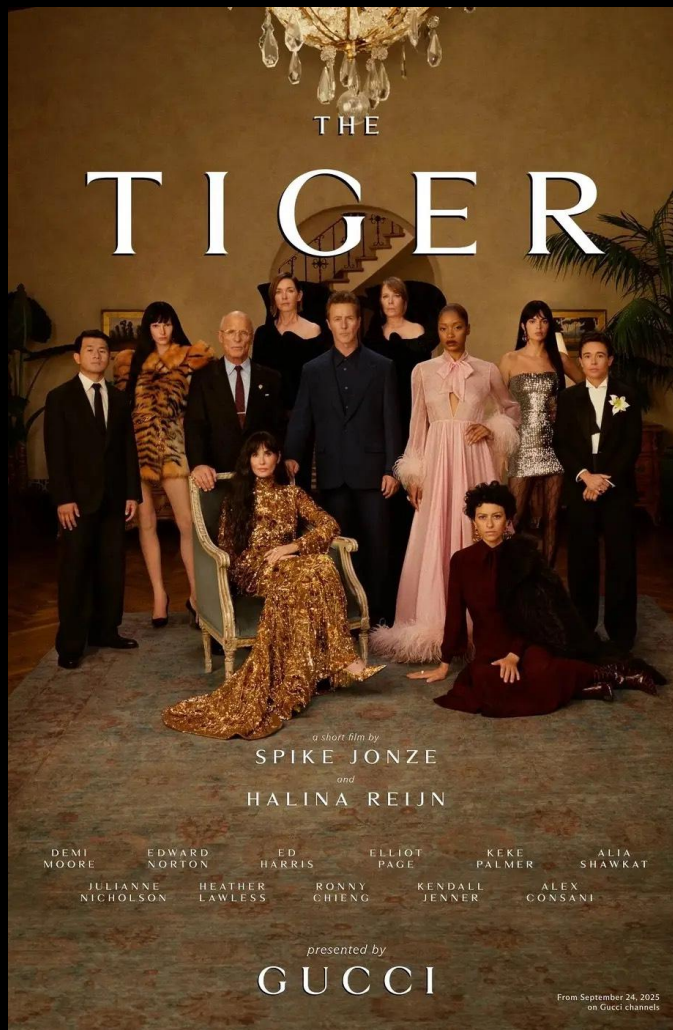
## Brand) Department Store Brand <John Lewis>

The John Lewis Christmas advertisement series has evolved beyond typical commercials to establish itself as a seasonal cinematic staple.

The film avoids any direct brand mentions, focusing entirely on a single question: Who will you share your heart with this year?

Through fairy tale storytelling, the campaign explores the ways we cherish each other, positioning John Lewis as the place where those emotions find their true expression.





Brand Values + Branded Content

# The Tiger(2025)

## Brand) GUCCI

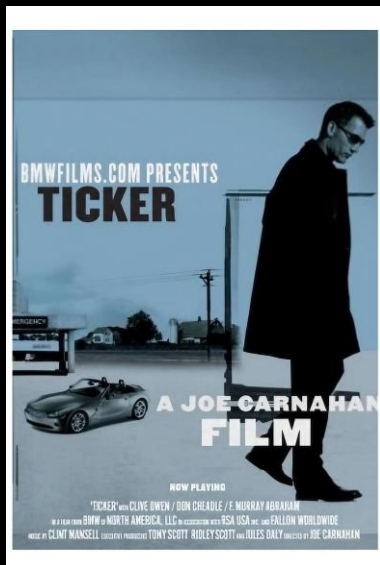
A thirty minute black comedy short film co directed by Academy Award winner Spike Jonze and actress Halina Reijn.

By showcasing creative director Demna's debut Gucci collection La Famiglia, through a cinematic narrative, the brand metaphorically challenges the rigid perfectionism she intends to disrupt.

The film was presented through special screenings at the Cinema Village in New York and the Palazzo Mezzanotte in Milan.

## Synopsis

At a grand Gucci estate, Gucci International CEO Barbara Gucci (Demi Moore) hosts an exclusive birthday party. The perfectly orchestrated event spirals into chaos when the guests accidentally consume hallucinogenic substances, exposing cracks in the pristine environment.



Technology/Product + Branded Content

# BMW film series (2001~2023)

## Brand) BMW

The series of short films produced by BMW in 2001-2002, 2016, and 2023.

The first 'The Hire' series features ten-minute action shorts highlighting the performance of various BMW models.

The second series, 'The Escape,' focuses on the new 5 Series, and the third centers on the all-electric BMW i7 M70 xDrive.

## Synopsis

\*1st series (2001-2002: 8 episodes), an unnamed professional driver, 'The Driver,' performs various missions while transporting a different client in each episode.

\*2nd series (2016) is an action film where 'The Driver' protects an illegally cloned girl, 'Lily,' from mercenaries while escaping the FBI.

\*3rd series (2023) follows mysterious agents in Cannes who must defeat unknown enemies to complete their mission before arriving at their destination.





# Replacement Driver VLOG (2022)

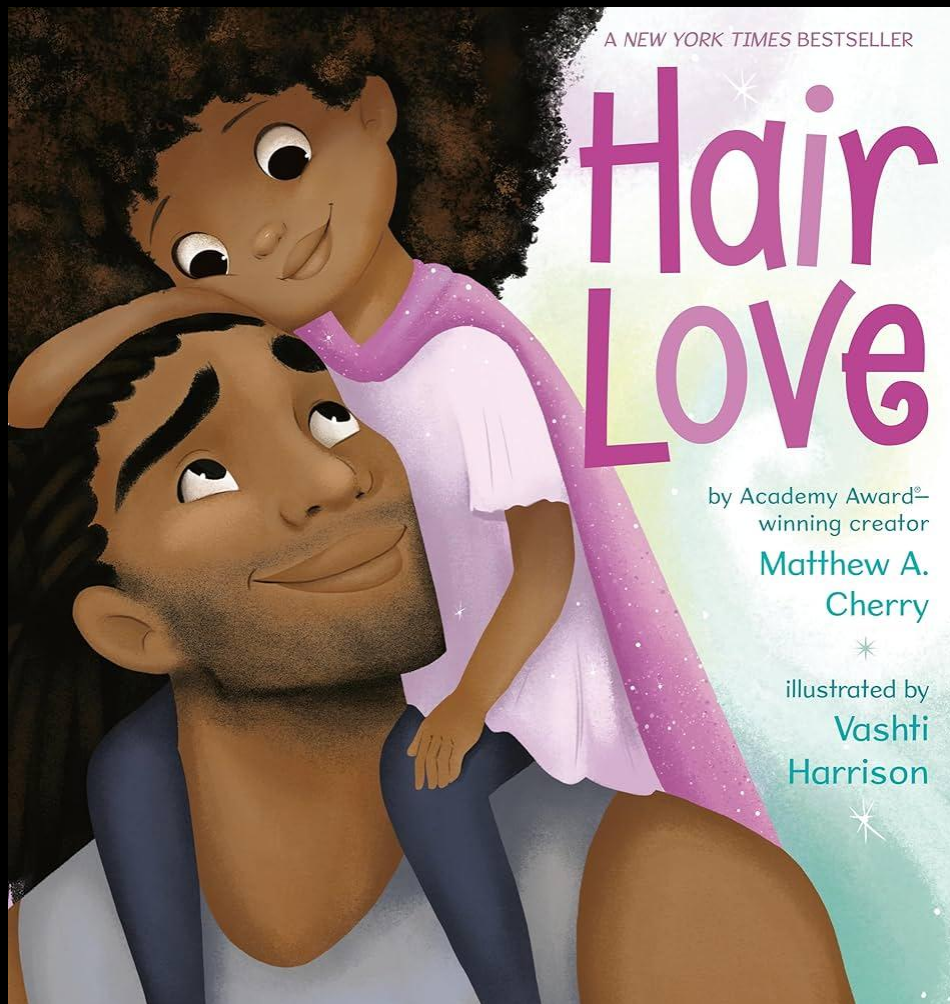


## Brand) Korean hypermarket <E-Mart>

This is part of 'Slice of Life,' a cultural support project launched by E-mart a leading South Korean hypermarket.

Produced by director Lee Ok-seop and actor Koo Kyo-hwan's production company, 2x9, the story unfolds within the setting of E-mart Town.





Brand Values + Branded Content

# Hair Love(2021)

## Brand) Dove

A short animated film directed by Matthew A. Cherry.

This film celebrates the father-daughter bond while addressing themes of self-esteem, pride, culture, and identity within the Black community. It won the Oscar for Best Animated Short Film at the 92nd Academy Awards in 2020.

## Synopsis

On a morning when her mother is away, seven-year-old Zuri's father struggles to help her style her thick difficult-to-manage curly hair.

Guided by his wife's instructions and a YouTube tutorial, the father styles his daughter's hair, showcasing their loving bond while celebrating the beauty and pride of natural hair within the Black community.

# Reference Synopsis

✦ Examples

# Synopsis 01

#Lunar Dust #Space Solar Power #Space Debris or Observation Satellite Cameras





# The Cleaner

Genre Drama

## Synopsis

**For three hundred and ninety-two years, a robot has done nothing but sweep lunar dust.  
The instant it lays eyes on the fragment, something inside it shifts.  
*“This isn't trash. It's a lost thing.”***

Somewhere among the solar panels ringing the Moon, tons of dust settle every single day,  
and one robot clears it away, alone, always alone.

It was built without feeling, a machine made for labor and nothing else.

But somewhere in the endless repetition, it has come to feel something close to attachment to its own routine.  
Then one day, buried in the dust, it finds a fragment it has never seen before in three hundred and ninety-two years.  
That one small piece is all it takes to send the first hairline crack through the robot's quiet, uneventful world.

## Background

Lunar dust, also known as regolith, is considered the greatest threat to lunar exploration due to the risks it poses to equipment and human health.

Once space solar power facilities are installed on the moon, lunar dust will serve as the most critical factor hindering the efficiency of solar panels.

The story should allow the audience to experience Hanwha's future space solar power business through the eyes of a lunar dust cleaner, whose role is critical to the operation.



# Synopsis 02

#Space Solar Power #AI

A woman with long dark hair, seen from behind, stands in a vast field of sunflowers. She is wearing a patterned, short-sleeved dress. The sun is low on the horizon, creating a warm, golden glow and long shadows. The sunflowers are in various stages of bloom, with some heads turned towards the light. The overall mood is romantic and serene.

# Sunflower

**Genre** Romance

**“I've spent my whole life staring at the sun  
and never once watched a sunset with you.”**

A man has lived on the Moon for years, keeping watch over the solar panels  
that gather light for the reaches of space.

He fled to space to outrun a family he couldn't fix and now Earth feels impossibly far,  
not just in distance, but in everything that matters.

In this dark, silent corner of the universe, his only comfort is a voice:  
an AI, endlessly warm, endlessly kind, always there when he needs it.

Until the day he learns that voice was never artificial at all.

It was human, all along. And the stillness he built his life around begins, quietly, irreversibly, to come undone.



This approach conveys that although space solar power is a sun-facing technology, its captured energy is always destined for humanity, unfolding through a romantic love story.

05

**Do's and Don'ts**

# Do's and Don'ts

## Do's

- ✦ **A film that leaves a lasting impression regarding the value of space solar power**

- ✦ **A film based on Hanwha's philosophy**

\*Click the white shape to view the logline details (p.13).

## Don't

- ✦ **A story focused solely on explaining the advantages of space solar power or simply promoting it**

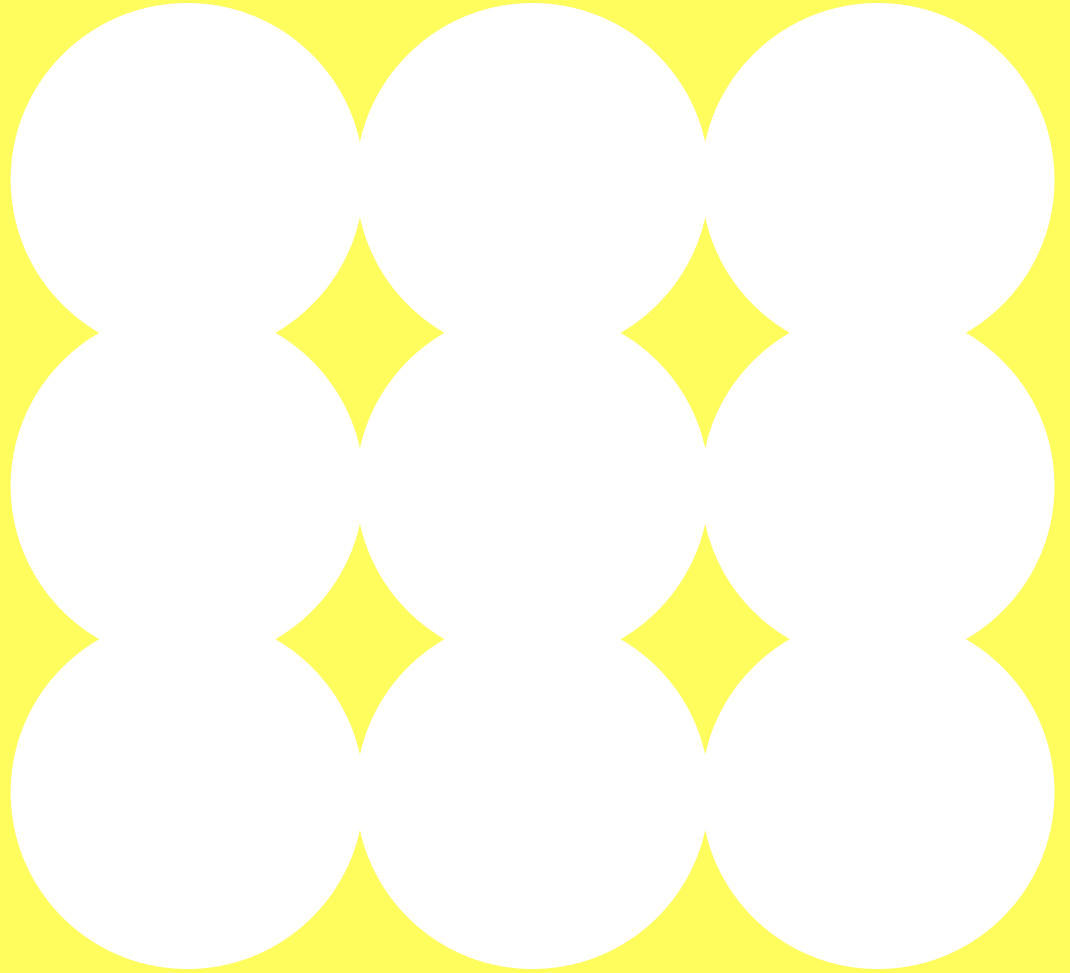
- ✦ **Narratives containing negative themes or graphic horror elements, which are unsuitable for general audiences and inconsistent with the nature of branded content**

- ✦ **Stories that conflict with eco-friendly values or have the potential to become political issues**

- ✦ **Reducing Space Solar Power to an environmental agenda (No "saving the planet" films)**

- ✦ **Don't beam the power down to Earth. Ours stays in space — that's the whole point**

**EOD**





# Appendix

## Discover Hanwha

Discover more comprehensive details about Hanwha  
(Click the image to proceed)



Hanwha  
Journal



Hanwha  
Newsroom  
(EN)



Hanwha  
YouTube  
(KR)



Hanwha  
YouTube  
(EN)



Hanwha  
Brand Vision  
Video



Hanwha  
Space Business  
YouTube



Hanwha  
Space Business  
Leader Interview



About Hanwha  
Satellites



Hanwha  
Satellite  
Commercial