

NOMAD *Slow.tv*





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a slow travel channel.

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What is Slow TV?

Slow TV is a revolutionary form of content that offers an antidote to the attention economy. Instead of competing for your focus, unlike traditional television, which demands active engagement, slow TV creates a **passive yet immersive experience**, filling your space with a **soothing ambiance** rather than a constant barrage of stimuli.

Slow TV is best described as **atmospheric cinema**, a living backdrop that enriches spaces, moments, and journeys. Whether in a home, a workspace, or **cruising at 30,000 feet**, this kind of content doesn't demand attention; it **creates an atmosphere**.

For airlines, this means transforming the cabin into **an elevated travel environment**, one that soothes, inspires, and aligns the passenger's state of mind with the journey itself. Instead of simply transporting travellers, we **immerse them in the experience**, fostering a deeper emotional connection between brand and passenger.

Traditional examples of slow TV include the iconic fireplace videos or the eight-hour train journey from Bergen to Oslo, filmed in a single uninterrupted shot. These simple experiences have captured audiences across major streaming platforms like Roku, Netflix, and Disney+, reflecting a growing global demand for content that reduces stress, enhances focus, and creates a sense of presence.

Today, brands are beginning to recognize the potential of this medium, not just as passive background imagery, but as a vehicle for **immersive branded storytelling**. For example, our collaboration with VIA Rail Canada transformed a legendary rail journey into a cinematic experience that aligned the brand with slow travel and the beauty of the Canadian landscape.

This same approach can translate seamlessly to the **airline environment**: immersive, atmospheric journeys that not only accompany the passenger experience but deepen the emotional connection between traveler and brand.

What is NOMADslow.tv?

NOMADslow.tv redefines the slow TV genre, transforming it into a **cinematic, atmospheric travel experience** unlike any other. Filmed across the globe, our content is designed to induce a unique **psychological state of soft-fascination**, a **relaxed yet engaged state of mind** where attention is gently diffused rather than sharply focused.

This state is often found in **nature or art**, where the mind is free to wander, absorbing the **air, colors, and movement** without fixating on a single object. NOMADslow.tv recreates this immersive effect, offering **visual poetry that enhances focus, reduces stress, and cultivates mindfulness**. Whether at home, in the workplace, or on a flight, **having NOMADslow.tv on your screen doesn't just create a beautiful ambiance, it's good for you!**

Where to Find NOMADslow.tv?

NOMADslow.tv is a **live streaming, linear channel** available on **Roku, FireTV, AndroidTV, and AppleTV** through the **NOMADlife.tv app**. It can also be accessed via a **dedicated app on iPhone and Android**, as well as on **YouTube**. Additionally, you can **watch it live for free** online at NOMADslow.tv, where it is also available as a downloadable **screensaver**.

Every platform offers **free access**, making it effortless to integrate NOMADslow.tv into your daily life. Simply **turn it on, leave it on, and experience the change**. Within days, you will notice improvements in **focus, relaxation, and mental clarity**.



A Remedy for Screen Addiction

In an era dominated by **constant digital stimulation**, screen addiction is an ever-growing challenge. The impulse to check phones, scroll endlessly, or consume fragmented content makes **true focus and mental clarity difficult**. NOMADslow.tv provides a **remedy**, a counterbalance to overstimulation by offering a **digital experience that soothes rather than overwhelms**.

Whether on your **smart TV, phone, or YouTube**, NOMADslow.tv's **transcendent visuals and soundscapes** create a **calming, meditative space** that helps you **recenter, focus, and reconnect with your own thoughts**. This isn't just another streaming service, it's a **tool for mindfulness**, a way to transform screen time into something truly **restorative**.

Simply put, **exposure to NOMADslow.tv is good for you**.



Good for Everyone

NOMADslow.tv is beneficial for **all ages and lifestyles**:

- **Babies** are naturally drawn to its **soft light and slow movement**.
- **Students** struggling with distractions find it helps them **study with ease**.
- **Creatives** thrive in the **inspiring atmosphere** it creates.
- **Professionals** benefit from a **calm, immersive workspace** that fosters concentration and deep work.
- **Elderly** find comfort in its calming presence, reducing stress and enhancing relaxation. It creates a gentle, familiar ambiance that fosters mental clarity, emotional well-being, and a sense of connection to nature and the world.

Open a window to serenity, inspiration, and focus. Let NOMADslow.tv transform **the environment within**.



Branded Content

Slow TV as **branded content** is a revolutionary way to integrate brands seamlessly into people's daily lives. Rather than relying on **traditional advertising or product placement**, **NOMADslow.tv** makes branding an **organic and immersive experience**, aligning companies with a **state of inspiration and discovery**.

From **automotive brands shaping the freedom of the open road**, to **luxury and adventure travel brands curating seamless journeys by rail, air, and sea**, to **fashion, sports, and wellness companies redefining lifestyle and performance**, **NOMADslow.tv** offers an unprecedented space for brands to become **woven into the rhythm of everyday life**. Instead of momentary exposure through commercials or disruptive product placements, brands become an **intrinsic part of a viewer's environment**, present in **extended, uninterrupted moments of engagement**.



NOMADslow.tv's format provides an opportunity to **embed brand identity into an emotional and sensory experience**, allowing audiences to **feel, rather than simply see** a brand. Whether it's a luxury hotel's ambiance subtly reflected in the imagery of a tranquil seaside retreat, an automobile brand embodying the spirit of movement through scenic road journeys, or an outdoor brand resonating with the untamed beauty of nature, NOMADslow.tv transforms brand presence into an **artistic and aspirational narrative**.

Furthermore, the **timeless and evergreen** nature of NOMADslow.tv's atmospheric films ensures that **branded content remains relevant and in rotation for years to come**, far beyond the typical lifespan of traditional marketing campaigns. This **long-term exposure**, across multiple platforms and screens, embeds brands within the **daily rituals** of viewers, making them an integral part of the experience, rather than just another advertisement. NOMADslow.tv doesn't just showcase brands, it weaves them into the **fabric of exploration, freedom, and well-being**.



Case Study: **VIA Rail** x NOMADslow.tv

A Cinematic Journey Across Canada - **28 hour slow tv series**

In collaboration with VIA Rail Canada, NOMADslow.tv created a **28-hour atmospheric travel series** that reimagines the legendary journey aboard The Canadian.

This is not traditional Slow TV. Shot in **slow motion** with poetic image treatment and accompanied by **original live music from the ANTENNAE ensemble**, the series turns a cross-country train ride into an **immersive cinematic experience**. From Ontario's still lakes and endless forests to the golden prairies and snow-dusted peaks of the Rockies, viewers are invited to **see Canada like never before**.

Unlike conventional advertising, this branded content doesn't sell an experience : **it is the experience**. It lingers, breathes, and unfolds at the pace of the land. Designed for streaming platforms, in-flight entertainment, and public spaces, the series offers **a timeless, elevated brand presence** that deepens the emotional connection between VIA Rail and its audience.

This collaboration marks only the beginning. After the extraordinary response to *The Canadian*, NOMADslow.tv will extend this **cinematic journey to all VIA Rail routes**, weaving a visual and musical map of Canada's vast geography.

Immersive storytelling at the pace of the land.

[Watch the Series](#)



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Brand Integration

Through this series, VIA Rail Canada **isn't just shown - it is felt**. Viewers are invited into a cinematic meditation, where time stretches and the journey itself becomes the message. Rather than being told what VIA represents, they **experience it** - frame by frame, landscape by landscape - as if gazing through a window that opens onto the vast Canadian expanse.

- **Subtle branding** : VIA Rail's presence is carried through the journey itself - the rhythm of the train, the movement of the land, never through intrusive messaging.
- **Evergreen Storytelling** : NOMADslow.tv films are timeless, designed to be streamed, re-broadcast, or exhibited for years without losing their resonance.
- **Ambient Versatility** : Ideal for airport and station lounges, hotels, activations, or personal spaces where calm and focus are welcome.

This seamless integration positions VIA Rail **not merely as a transportation service**, but as a **living symbol of mindful travel** - a brand aligned with beauty, slowness, and the soul of the Canadian landscape.

Impact

- **28 hours** of immersive branded content produced with minimal overhead
- **Global multi-platform distribution** via NOMADslow.tv on Roku, FireTV, Apple TV, Android TV, mobile apps, and YouTube
- **Long-term value** : a cinematic asset built to endure for decades, not months
- **Cultural marketing** : a format aligned with growing trends in wellness, slow travel, and immersive media

This collaboration **transcends traditional advertising**, transforming a brand into an experience. It lingers, it breathes, and it allows audiences to **feel Canada like never before** - a journey that continues long after the screen goes dark.





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VIA Rail Canada



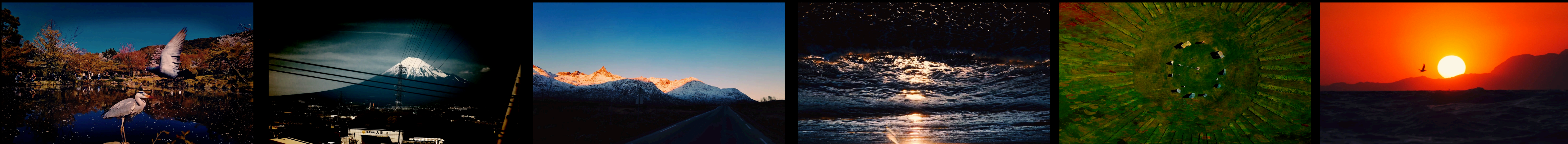
NOMAD Slow TV : The Show

Beyond being a continuous streaming channel, **NOMADslow.tv** is also a **curated episodic experience**, offering a journey that transports viewers across the world through **visual poetry and immersive storytelling**. Each episode presents an **idealized vision of our planet**, capturing both iconic cities and untouched landscapes in a way that **elevates the everyday into the extraordinary**.

Embark on a meditative journey with NOMADslow.tv, a visual voyage that transforms your screen into a space for **reflection, serenity, and discovery**. Spanning **24 episodes**, this series invites you to **see the world anew**, offering moments of **bliss, contemplation, and inner peace**.

Accompanied by the **ethereal sounds of the ANTENNAE ensemble**, these films **create an elevated atmosphere**, ideal for homes, workplaces, and any environment seeking **beauty and tranquility**. More than just visual content, **this series is a tool for mindfulness and inspiration**, helping viewers **restore focus, enhance creativity, and find calm in a fast-paced world**.

For licensing inquiries, contact j@NOMADlife.tv.









NOMADslow.tv Beyond the Screen

Beyond traditional media distribution, NOMADslow.tv is redefining how atmospheric content is experienced worldwide. Our films extend beyond streaming platforms into **public and immersive spaces**, enhancing environments and transforming everyday settings into portals of tranquility.

From **waiting rooms to hotel rooms and lobbies**, NOMADslow.tv elevates the atmosphere wherever it is displayed. Additionally, our content comes to life in **projection mapping installations** at events and festivals, offering a mesmerizing fusion of visuals and music that immerses audiences in a transcendent experience.

One of our most dynamic extensions is **ANTENNAE**, an immersive audiovisual performance regularly hosted at **NOMADlife.tv studios in Montreal** and touring at festivals and special events. Featuring a collective of **musicians, dancers, and visual artists**, ANTENNAE has become nothing short of a movement. As attendance grows and demand for off-site performances increases, NOMADslow.tv continues to push the boundaries of experiential storytelling.

Through these innovative formats, audiences don't just watch NOMADslow.tv, they **step inside it**, becoming part of the experience as their silhouettes dance within the projected imagery. This interactive dimension elevates NOMADslow.tv beyond passive viewing, turning it into a **shared artistic journey that connects people to the present moment in a profound way**.







NOMADslow.tv and the ANTENNAE Immersive Experience

In conceiving of a way to exhibit the **NOMADslow.tv** atmospheric films, filmmaker and transmedia artist **Jason Rodi** created **ANTENNAE**, an evolving **immersive art experience** that **dissolves the boundaries between audience and performer**. Hosted monthly on full moons, at **NOMADlife.tv studios in Montreal**, this unique installation features a **16ft x 9ft back-projection screen** paired with a **mirrored surface**, creating an ethereal space where **human silhouettes merge with filmed projections of antennas from around the world**.

Every session is **filmed and recorded**, culminating in a **collective cinematic artwork released the following day on NOMADslow.tv**. More than just an event, **ANTENNAE** is an invitation to **“Live Your Myth”** and embrace the **universal message**:

WE ARE ALL ANTENNAE.

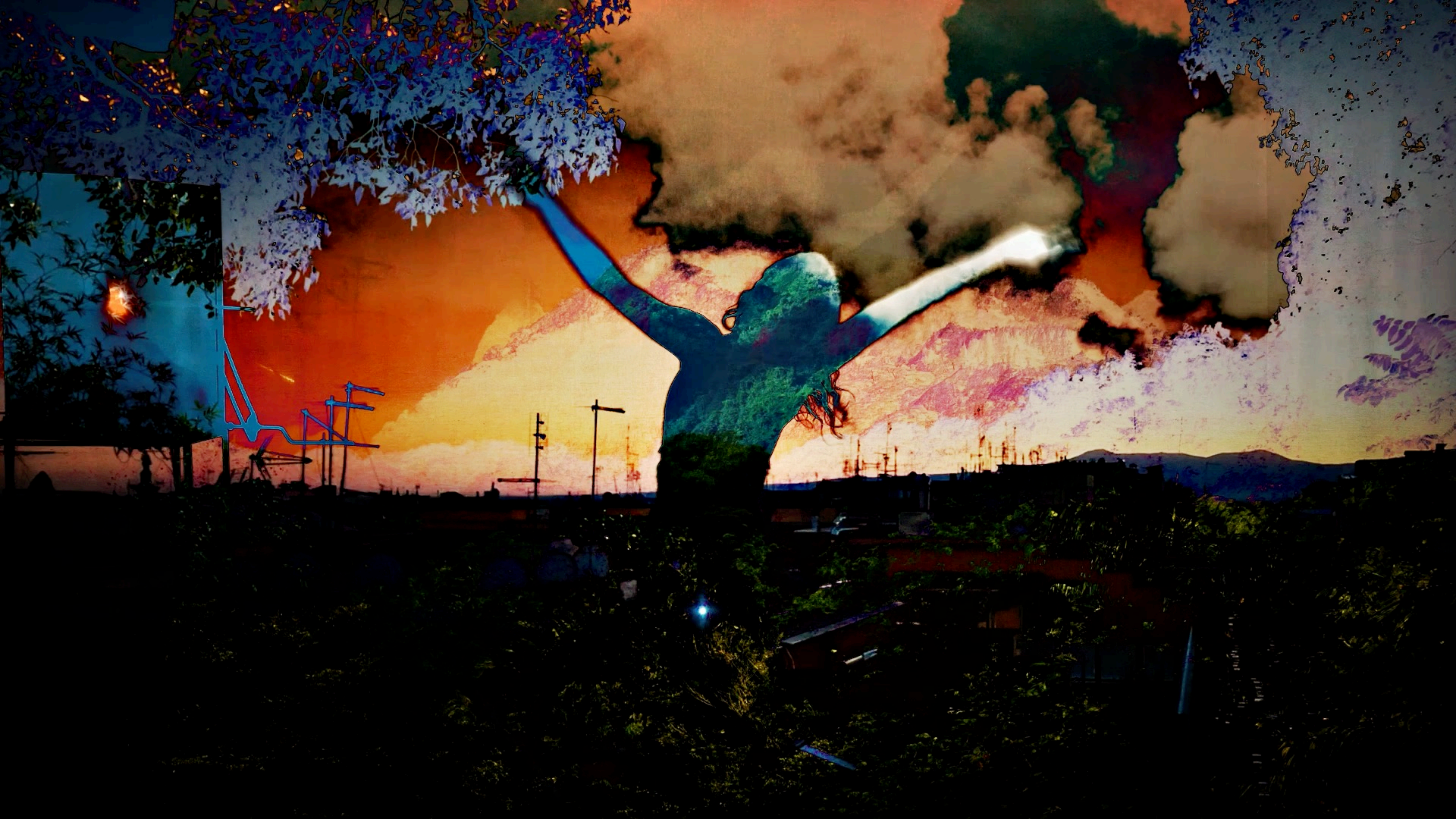


Transformative Visual Installations

NOMADslow.tv extends beyond traditional screens, offering **customized video installations** designed to enhance **airport lounges, retail spaces, hospitality venues, and public environments**. By integrating our **atmospheric and meditative visuals** into physical spaces, we create **immersive brand experiences** that captivate and engage visitors in a way that is both **subtle and impactful**.

From **luxury boutiques seeking a refined visual ambiance**, to **hotel lobbies curating a proper welcome**, to **experiential retail spaces aiming to evoke emotion and storytelling**, NOMADslow.tv provides **bespoke visual content** that enhances **brand identity, customer experience, and spatial aesthetics**. Our expertise in cinematic storytelling and slow TV allows us to craft **custom installations** that align with the **mood, theme, and purpose** of any environment.

Whether for **high-end retail displays, airport lounges, wellness spaces, or corporate installations**, NOMADslow.tv transforms spaces into **immersive, living canvases**, seamlessly blending **art, commerce, and experience**. Let us curate an atmosphere that resonates with your audience and turns **passive spaces into transcendent landscapes**.



Viewership

The rise of **FAST (Free Ad-Supported Streaming Television) channels** has transformed the way audiences consume content. Platforms like **Roku, FireTV, AndroidTV, and AppleTV** have seen explosive growth, with millions of households cutting the cord on traditional cable and shifting to **ad-supported, on-demand streaming**. Recent studies show that **FAST channels now reach a significant percentage of global viewers**, reshaping the entertainment landscape and offering brands new opportunities to engage audiences in a more organic way.





Unlike traditional television, where viewers tune in for a few hours in the evening, **NOMADslow.tv stands apart in the FAST space** by being a **continuous, ambient experience**. Instead of short, active viewing sessions, our audience engages with **NOMADslow.tv for extended periods, anywhere from 4 to 12 hours per session**, making NOMADslow.tv an **exceptional platform for advertisers and partners seeking sustained brand presence**. By seamlessly integrating into daily life, **NOMADslow.tv becomes more than just entertainment, it is a transformative, immersive atmosphere that enhances well-being and focus.**

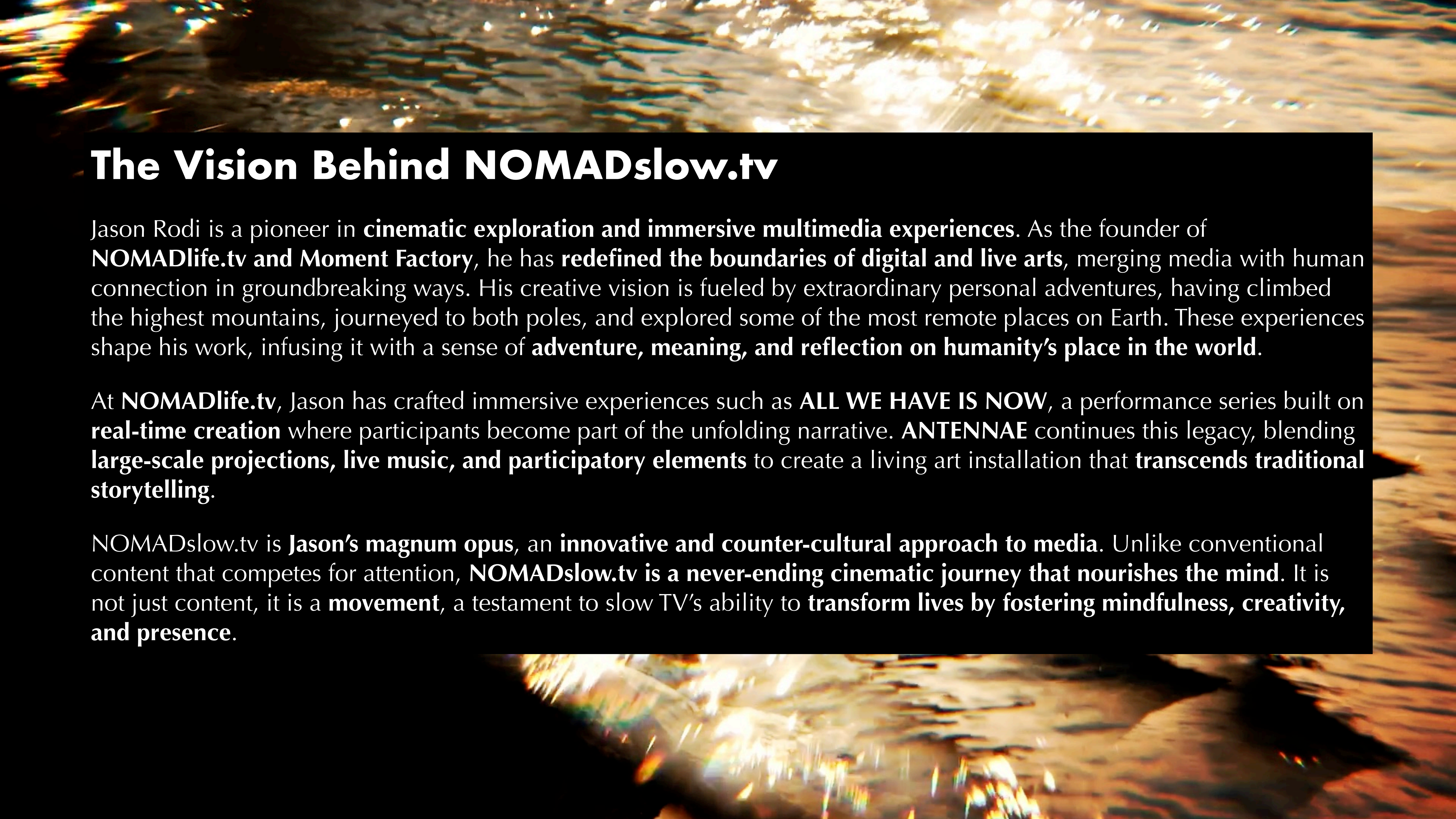
Enhance Your Space with **NOMADslow.tv**

Transform your **waiting room, office, or business environment** into a serene and welcoming space with **NOMADslow.tv**. Whether you run a **dental clinic, doctor's office, spa, hotel, café, or any customer-facing business**, providing a **calm and engaging atmosphere** is essential to creating a **positive experience** for your clients.

NOMADslow.tv's **atmospheric visuals and meditative soundscapes** turn any space into a **tranquil retreat**, reducing stress and enhancing the overall ambiance. Instead of relying on conventional television programming filled with **distracting noise and advertisements**, offer your guests a **curated experience of relaxation and visual beauty**.

The best part? **It's simple to implement and costs nothing**. With **NOMADslow.tv streaming freely across multiple platforms**, all you need to do is **turn it on and let it play**, instantly elevating the mood and comfort of your space.

If you're interested in improving your customer experience effortlessly, **contact us today** to explore how **NOMADslow.tv** can enhance your environment and set your business apart.



The Vision Behind NOMADslow.tv

Jason Rodi is a pioneer in **cinematic exploration and immersive multimedia experiences**. As the founder of **NOMADlife.tv and Moment Factory**, he has **redefined the boundaries of digital and live arts**, merging media with human connection in groundbreaking ways. His creative vision is fueled by extraordinary personal adventures, having climbed the highest mountains, journeyed to both poles, and explored some of the most remote places on Earth. These experiences shape his work, infusing it with a sense of **adventure, meaning, and reflection on humanity's place in the world**.

At **NOMADlife.tv**, Jason has crafted immersive experiences such as **ALL WE HAVE IS NOW**, a performance series built on **real-time creation** where participants become part of the unfolding narrative. **ANTENNAE** continues this legacy, blending **large-scale projections, live music, and participatory elements** to create a living art installation that **transcends traditional storytelling**.

NOMADslow.tv is **Jason's magnum opus**, an **innovative and counter-cultural approach to media**. Unlike conventional content that competes for attention, **NOMADslow.tv is a never-ending cinematic journey that nourishes the mind**. It is not just content, it is a **movement**, a testament to slow TV's ability to **transform lives by fostering mindfulness, creativity, and presence**.

In Conclusion, NOMADslow.tv is more than a streaming channel, it is a **movement toward mindfulness, creative living, and immersive storytelling.** In a world oversaturated with content competing for attention, NOMADslow.tv offers an alternative: **cinematic tranquility that enriches lives, enhances spaces, and transforms screen time into something meaningful.**

From **homes and workplaces to hotels, in-flight entertainment, airport lounges, and experiential installations,** NOMADslow.tv seamlessly integrates into everyday life, offering **a window to beauty, presence, and exploration.** Whether as a **tool for relaxation, focus, or brand engagement,** it is a platform that continuously evolves, inviting viewers to **slow down, and experience the world differently.**

We invite you to **join this journey,** to embrace slow TV as a powerful force for well-being, inspiration, and transformation. Whether as a **viewer, partner, or space curator,** the opportunity to be part of **a new way of seeing and experiencing** is here, and the time is NOW.

Jason Rodi

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a stream of consciousness...