

Case History: General Cinema Corporation Location: Milwaukee, WI



Customer Need:

General Cinema Corporation built an 18-theatre multiplex covering 130,000 square feet. The company needed to post show times, show status (e.g. Sold Out) and special promotions at the box office. To reduce customer confusion, General Cinema planned to install directional signs throughout the facility. Because information posted on the signs changes regularly, the company wanted to tie all of the signs to its box office software system so that messages automatically update when changes occur.

Adaptive's Solution:

General Cinema installed 24 ALPHA™ LED marquees and Simply Theatre Signs software to interface with their Radiant Theatre Management Software. The following information is posted on various signs and automatically updated as needed:

- **Box Office:** Movie titles, ratings, show times, sellouts, special showings, auditoriums with Rear Window Captioning for the deaf or DVS for the blind, and gift certificate advertisements.
- **Directional:** Movie title, theatre number and time for movies showing down each of the main hallways.
- **House:** One-line signs posted over auditorium doors indicate the current status of that house: title and time, now seating and now showing.

Benefits:

1. Eliminates Labor Costs

According to Tim Pendleton, Senior Concessions Manager of the theatre, "The signs and software have made a dramatic change. In a theatre of this size, we could spend hours laying down plastic letters, or sliding in graphic panels and moving titles from theatre to theatre -- an hour and a half per week normally. Now it takes no time at all - it's automatic. It's been a total labor savings."

2. Reduces Traffic Congestion

"With a building of this size, our guests need to know where things are located as quickly as possible.... Guests definitely notice the signs and look to them for information," says Pendleton. Audiences spend less time looking for the correct theatre and more time in the concession line.

3. Enhances Simplicity

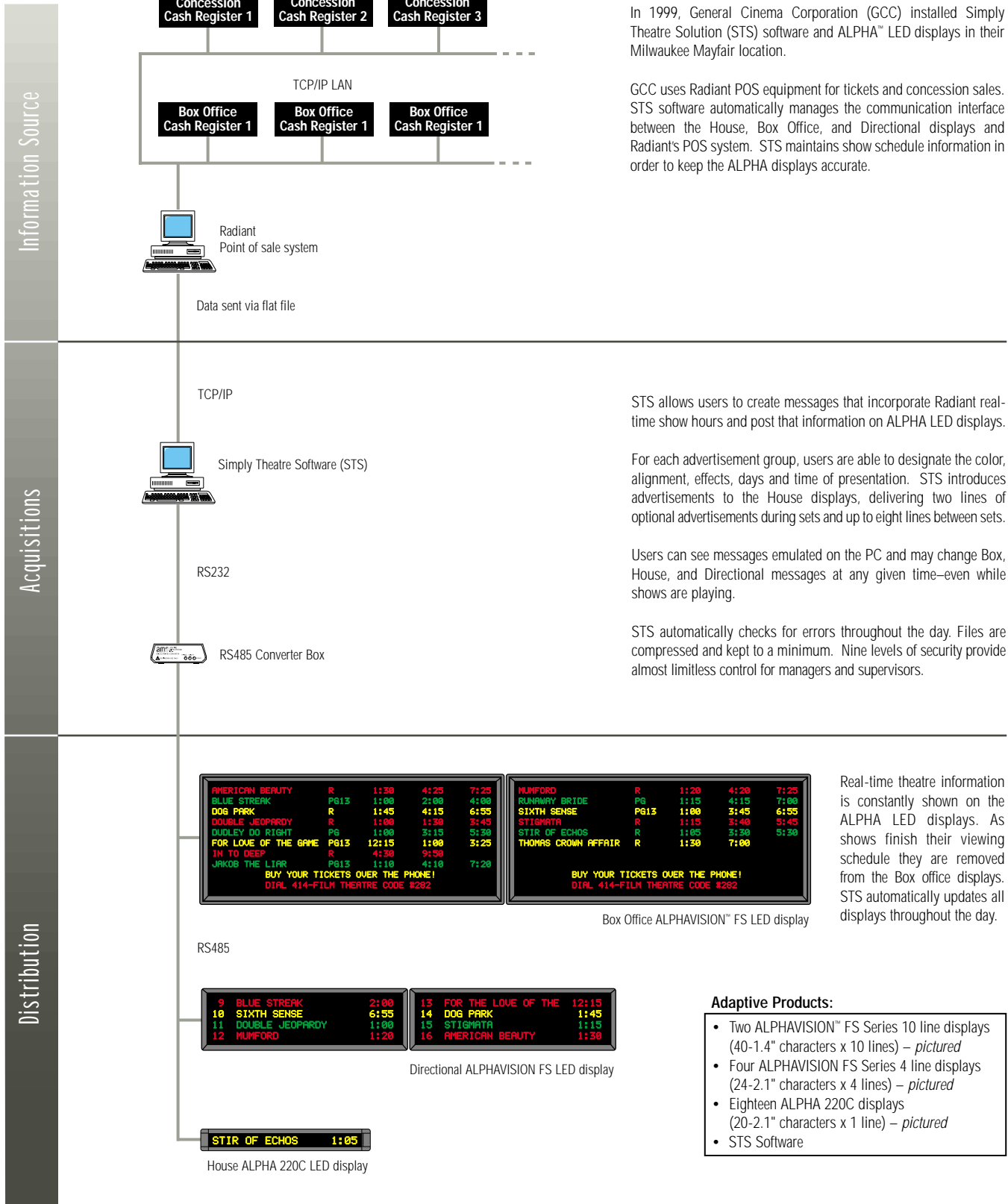
The signs and software work themselves. "We don't have to worry about it," says Pendleton. With Simply Theatre Signs, the learning curve is very low."

4. Decreases Audience Confusion

"The accuracy and timeliness of our information has improved substantially. The proximity of signs to the box office means we can properly and easily post information which reduces audience confusion," says Pendleton.

Theatre Case History

General Cinema Corporation, Mayfair



Information Source

Acquisitions

Distribution

In 1999, General Cinema Corporation (GCC) installed Simply Theatre Solution (STS) software and ALPHA™ LED displays in their Milwaukee Mayfair location.

GCC uses Radiant POS equipment for tickets and concession sales. STS software automatically manages the communication interface between the House, Box Office, and Directional displays and Radiant's POS system. STS maintains show schedule information in order to keep the ALPHA displays accurate.

STS allows users to create messages that incorporate Radiant real-time show hours and post that information on ALPHA LED displays.

For each advertisement group, users are able to designate the color, alignment, effects, days and time of presentation. STS introduces advertisements to the House displays, delivering two lines of optional advertisements during sets and up to eight lines between sets.

Users can see messages emulated on the PC and may change Box, House, and Directional messages at any given time—even while shows are playing.

STS automatically checks for errors throughout the day. Files are compressed and kept to a minimum. Nine levels of security provide almost limitless control for managers and supervisors.

Real-time theatre information is constantly shown on the ALPHA LED displays. As shows finish their viewing schedule they are removed from the Box office displays. STS automatically updates all displays throughout the day.

AMERICAN BEAUTY	R	1:30	4:25	7:25	MUMFORD	R	1:20	4:20	7:25
BLUE STREAK	PG13	1:00	2:00	4:00	RUNAWAY BRIDE	PG	1:15	4:15	7:00
DOG PARK	R	1:45	4:15	6:55	SIXTH SENSE	PG13	1:00	3:45	6:55
DOUBLE JEOPARDY	R	1:00	1:30	3:45	STIGMATA	R	1:15	3:40	5:45
DUDLEY DO RIGHT	PG	1:00	3:15	5:30	STIR OF ECHOS	R	1:05	3:30	5:30
FOR LOVE OF THE GAME	PG13	12:15	1:00	3:25	THOMAS CROWN AFFAIR	R	1:30	7:00	
IN TO DEEP	R	4:30	9:50						
JAKOB THE LIAR	PG13	1:10	4:10	7:20					
BUY YOUR TICKETS OVER THE PHONE! DIAL 414-FILM THEATRE CODE #282					BUY YOUR TICKETS OVER THE PHONE! DIAL 414-FILM THEATRE CODE #282				

Box Office ALPHAVISION™ FS LED display

9 BLUE STREAK	2:00	13 FOR THE LOVE OF THE	12:15
10 SIXTH SENSE	6:55	14 DOG PARK	1:45
11 DOUBLE JEOPARDY	1:00	15 STIGMATA	1:15
12 MUMFORD	1:20	16 AMERICAN BEAUTY	1:30

Directional ALPHAVISION FS LED display

STIR OF ECHOS	1:05
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House ALPHA 220C LED display

Adaptive Products:

- Two ALPHAVISION™ FS Series 10 line displays (40-1.4" characters x 10 lines) – pictured
- Four ALPHAVISION FS Series 4 line displays (24-2.1" characters x 4 lines) – pictured
- Eighteen ALPHA 220C displays (20-2.1" characters x 1 line) – pictured
- STS Software

Theatres

