

## Case History: Desert Star Cinema Location: Wisconsin Dells, WI



Theatres

### *Customer Need:*

The Desert Star Cinema is a 10-theatre multiplex. Scott Sklenar, Operations Manager for Desert Star, desired to install LED signs “as part of our way of doing business, [to] improve operations, [and to] be consistent with our image to the public of providing a modern system for their entertainment.”

### *Adaptive’s Solution:*

Desert Star Cinema installed 14 ALPHA™ LED signs and Simply Theatre Signs (STS) software that updates messages on the signs. STS interfaces with Desert Star’s Venue point of sale software. Signs and messages include:

- **Box Office:** (2) signs list all titles, rating, and show times.
- **Directional:** (2) signs list titles and show time for movies down the hall.
- **House:** 10 one-line signs are mounted on the ceiling perpendicular to auditorium doors indicating title and time. The signs can be viewed from some distance down the hallway, directing customers to the correct auditorium. Between sets, the House signs display concession advertising, “Closed for Cleaning,” and other announcements.

### *Benefits:*

#### ***1. Increases concession time due to improved traffic speed***

According to Scott Sklenar, “The signs keep the audience moving by providing the information needed to get to the right theatre. Typically, [customers] arrive 15 minutes prior to the show. There are only so many minutes to sell concessions to the customer. When [customers] have the movie information they need, they have more time to spend at concessions.”

#### ***2. Reduces labor costs updating signs and directing audiences***

Adaptive software and signs save time and labor changing movie titles. According to Sklenar, “[STS Software] is extremely beneficial to our managers on Thursday nights - the night the movie titles change. All they have to do is turn it on... it’s all electronic. It’s just super.” In addition, the signs give the Desert Star “the ability to direct the audience to the right auditorium *without* ushers.”

#### ***3. Simplifies purchase decision because of superior products***

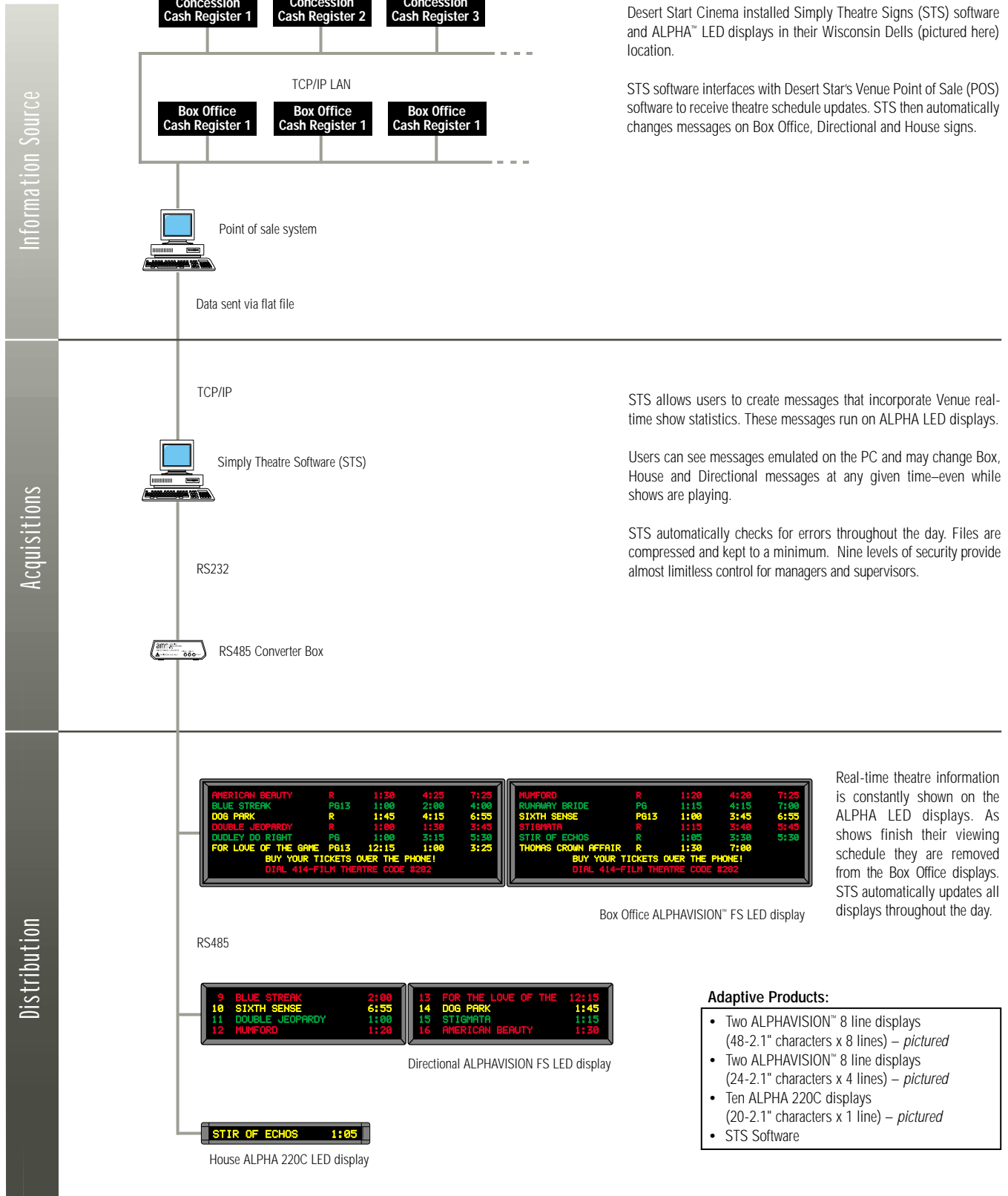
“After investigating other LED signs on the market... yours is a superior product... [with] the contemporary design and removable cubes. Your product fits right into our décor and stands out from the products we’ve been shown,” said Sklenar, who added, “This was the easiest software to use.”

#### ***4. Raises comfort level because of excellent support***

Sklenar added, “Now, long after the sale has been made, the service continues... You just don’t find employees that take such pride in their work every day. This made a lasting impression on me!”

# Theatre Case History

## Desert Star Cinema, Wisconsin Dells



Desert Start Cinema installed Simply Theatre Signs (STS) software and ALPHA™ LED displays in their Wisconsin Dells (pictured here) location.

STS software interfaces with Desert Star's Venue Point of Sale (POS) software to receive theatre schedule updates. STS then automatically changes messages on Box Office, Directional and House signs.

STS allows users to create messages that incorporate Venue real-time show statistics. These messages run on ALPHA LED displays.

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.

### Adaptive Products:

- Two ALPHAVISION™ 8 line displays (48-2.1" characters x 8 lines) – *pictured*
- Two ALPHAVISION™ 8 line displays (24-2.1" characters x 4 lines) – *pictured*
- Ten ALPHA 220C displays (20-2.1" characters x 1 line) – *pictured*
- STS Software