



Case Study

Optimizing the Benefits of Digital Signage in Movie Theaters

Overview

By 2011, market experts estimate that digital signage will be utilized in 90 percent of the world's retail space. Within the consumer world, movie theaters have been a natural fit for digital signage. These solutions captivate movie-goers in lobbies, as they transition to and from theaters and their amenities. A far cry from the world of static print advertising, a single digital POS display can easily and quickly accommodate a range of advertisers with striking and animated imagery.

Canvys, a visual technology solutions provider, provides a unique consultative approach to this market.

Canvys addresses every aspect of a signage solution – from engineering and manufacturing components to installing and maintaining them. In effect, Canvys is more nimble than other digital signage companies, capable of delivering a tailored system.

The Cinema Scene Solution

Cinema Scene Marketing and Promotions caters to movie studios and corporate brands. In theater lobbies, **Cinema Scene** positions brands in front of targeted consumers by running commercial spots on kiosks. **Cinema Scene** also delivers comprehensive concession, box office and on-screen program management and planning. It uses new media platforms such as digital media and mobile marketing to promote brands and theater amenities.

For **Cinema Scene**'s kiosk product, Canvys provided custom backend hardware, imaging, staging, installation and technical services to fulfill the project and its rollout requirements.

Customer:

Cinema Scene

Product:

52" commercial-grade LCD with integrated protective shield (acrylic)

Challenge:

To effectively deploy large screen custom kiosks in a movie theater environment that traditionally caters to a demographic of children and young adults.

Advantages:

Canvys addresses every aspect of a signage solution – from engineering and manufacturing components to installing and maintaining them. The Canvys team conducted onsite surveys which analyzed the theater environment to determine the best locations and positioning opportunities for the kiosks. In addition, Canvys provided comprehensive service and support.



Its trademark product, **TrailerVision™**, presents movie trailers framed by key poster elements. Moviegoers in lobbies view these trailers on Canvys' **52-inch commercial-grade LCD**, integrated with a protective acrylic shield.

Canvys worked on half of the roughly 100 U.S.-based theaters hosting **Cinema Scene** kiosks — designing, delivering and supporting maintenance solutions.



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Overcoming Challenges

Canvys first became involved with **Cinema Scene** in 2007 with its initial LCD display selection and integration of that product. Canvys eventually became more involved in the entire **TrailerVision** scope of work given its capabilities and awareness of the focus required to manage a successful project.

Prior to its involvement, **Cinema Scene** kiosks were being installed and maintained by various vendors and the servicing levels were inconsistent. Canvys became the key contact for all service issues by aggregating critical information from installers and other vendors into a Web portal. This portal enabled users to identify asset tags, service repair records and the installation status on all displays. Asset tags on all products helped track their location and maintenance history.

The Web portal was developed with the use of Canvys' industry leading **TekLink®**, a leading 24x7 online support services package that is offered with every Canvys display.

Canvys' involvement on the front end was key too. The Canvys team conducted an onsite survey which analyzed theaters, entryways, concession stands, and other public areas to determine the best locations and positioning opportunities. Once sites were selected and the right products and services identified, all technical information on kiosks and their positioning was relayed, through the Web portal, to installers. This process enabled technicians to reference critical information while installing / servicing kiosks at theaters.

Customized software was professionally installed on media players, then shipped and staged per each location's requirements. In addition, the Canvys service team created an instruction manual that enabled technicians at different sites to standardize kiosk installation processes.

Updates on installation and servicing were efficiently emailed from this portal to sales and installation teams. Canvys managed the deployment of technicians for all **Cinema Scene** installation and service maintenance requests, and provided daily status report updates via the customer specific Web portal. Post-installation, customer satisfaction surveys were also submitted to theater management.

By gathering intelligence on theater clients and kiosk performance and by standardizing installation and maintenance procedures, Canvys enabled **Cinema Scene** to save on operation costs.

"Working with the Canvys Digital Signage Service team has greatly enhanced the efficiency and management of the TrailerVision offering – thanks to their use of pre-installation site surveys, custom product staging, theater site deployment and the installation and servicing of those kiosks and their installation times and processes," says John Crick, Cinema Scene's Vice President of Network Technology.

Conclusion

Canvys clearly enabled **Cinema Scene** to focus on delivering a stimulating experience for movie goers. With all of its customers, Canvys teams utilize a consultative approach that thoroughly addresses front- to back-end issues. They engage the customer to thoroughly address all aspects of a project's scope of work and ultimately deliver a superior product offering and experience.



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For many businesses, visual technology poses challenges that go beyond acquiring the right display systems. That's why **Canvys** offers comprehensive on-site services, which are performed by application engineers. They have the insight and experience to address everything from solution planning to implementation.

Canvys experts perform solution audits. They will visit your facility, evaluate your visual technology needs and make expert recommendations.

Canvys experts can assist with proof of concept, testing and product evaluations for new and valid projects and applications which may be in the early stages of product development.

Allow **Canvys** to create and customize a digital signage solution that works effectively with your business.