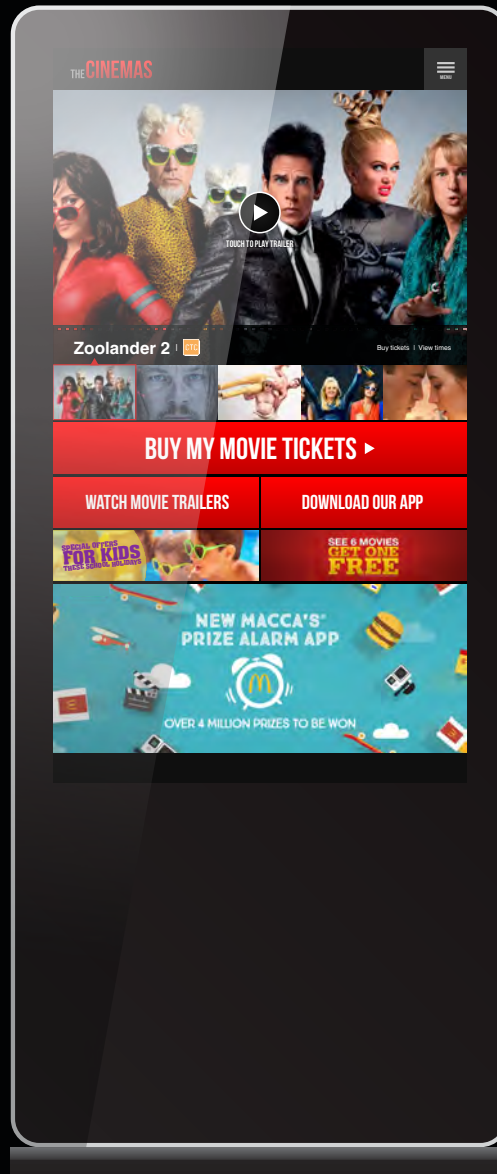




CASE STUDY

The Cinemas Buy Movie Tickets

Digital Teaser



Yap!total

the ultimate digital signage package

The Cinemas Buy Movie Tickets

Digital Teaser

An exciting and rare opportunity has emerged for cinemas to showcase movie events with the use of digital signage. This extends beyond just a traditional advertisement board.

Yap! Digital can produce a first class, high quality presentation where anyone and everyone can browse, purchase and print their movie tickets, watch movie trailers, rate their favourite movies, organise transport for after the movie and much, much more.

Patrons now have the opportunity to access self-serve touch screens in the lobby area to help themselves to whatever aspect of the cinema they want. Whether it is toilet locations within the building or viewing the latest café specials, the self-serve touchscreen kiosk provides an attractive solution to better manage peaks of traffic at ticket counters.

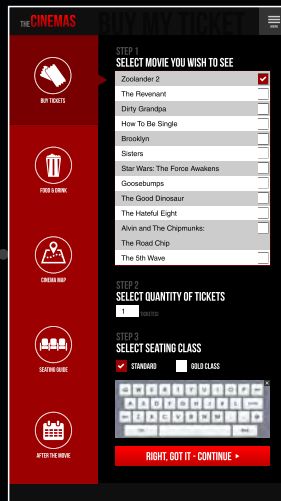
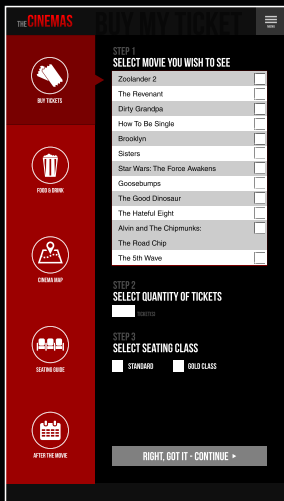
Clients can purchase and print their tickets using the kiosk. The kiosk can be connected to a printing device, sending a command to the printer with just a touch of a button. The result is an enhanced cinema experience - so much easier and hassle free.

Having the touchscreen benefits everyone! Having multiple self-serve kiosks means patrons spend less time in lines queuing for tickets, have a better understanding of which direction to go to watch their movie, can make a better decision on the movie they wish to see and browse movies coming soon bringing people back again.

There are exciting revenue and sponsorship opportunities for the funding of these touchscreens with page side bar and menu island advertising space as shown on the right.

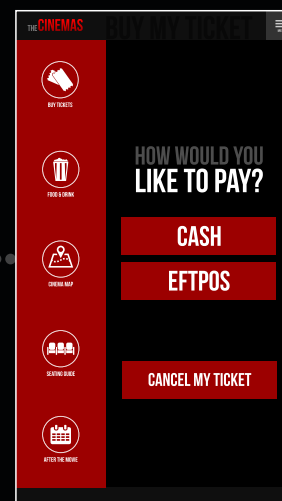
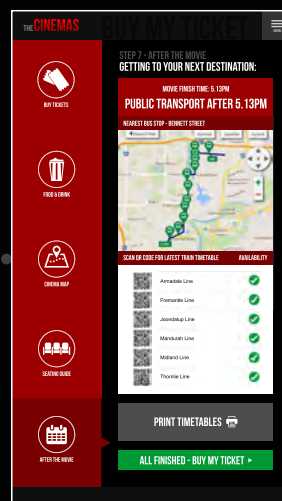
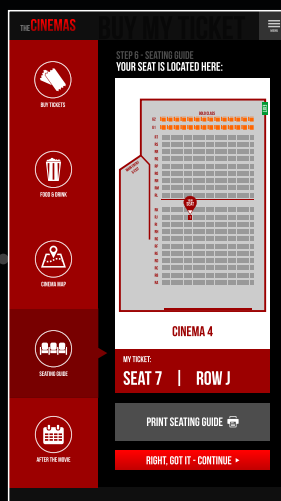
Yap! Digital can brand your business within this presentation and deliver something unique to other cinema competitors.





Purchasing your ticket selection - By touching 'Buy tickets' from the menu you can select your choice of movie, select the number of seats you wish to purchase and the class of seating. From there we move onto the next stage

Ordering Food & Drink - The next stage consists of ordering food through the menu. Much like the ticket selection, select the food items you wish to order and continue on to the next step. This will automatically send your order to the food bar outlet.

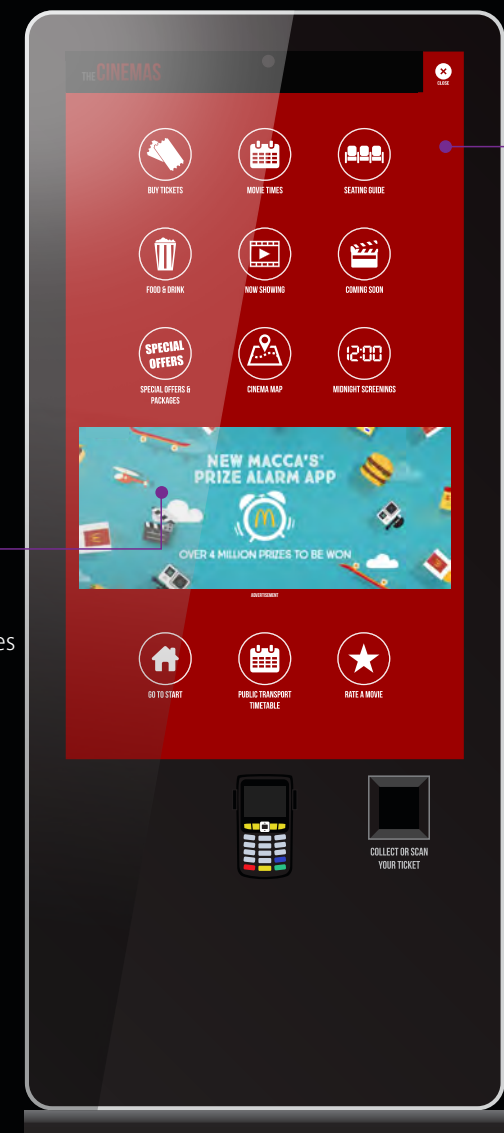


Cinema Map - Unsure of where to go? The cinema map will direct you the right way.

Seating Guide - This feature allows you to view your exact seating position with no fuss.

Public Transport - Want to know how to get home? Plan your journey with up to date info.

Payment - Choose preferred payment method and print your tickets directly below.



Interactive drop down menu displaying all options for patrons.

Island advertising on menu opportunities



We're ready to start talking!
Speak up now about your next project or idea.

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