

# Barco digital signage for cinema

Shaping a total cinema experience



# Flexible content creation

In today's highly competitive cinema world, having the best possible image on the big screen simply isn't enough. Moviegoers expect a premium cinema experience from entrance to exit. Attractive in-theater infotainment is a key element in creating this all-embracing movie experience.

## A world of possibilities

Through its partner dZine, Barco offers you an easy-to-use, complete and reliable system for content creation, distribution and visualization. The flexible platform opens up a world of possibilities for in-theater infotainment:

- Advertising program guides
- Promoting concessions
- Announcing upcoming releases & events
- Offering lobby and waiting-area interaction and entertainment
- Sharing real-time seat occupation information

## Why digital signage?

Setting up an integrated digital signage solution in your theater is a powerful and effective tool for customer targeting. Turning your theatre into a modern-looking, lively venue will bring people into your lobby earlier and longer – increasing revenues, improving customer service and resulting in stronger brand awareness. And most of all, you'll stand out from the pack and bring something extra to your total cinema experience.



## All-in-one solution

With Barco's all-inclusive digital signage package, you can create, distribute and display your messages with one fully integrated system that is easy to use.

## Scalable to your needs

Whether you own a small theater or a large multiplex, the scalable Barco signage system is a perfect fit for your needs – delivering reliable and guaranteed infotainment across your theaters.

## Time-tested technology

The Barco signage solution is based on reliable, time-tested technology. Through a partnership with dZine, Barco has nearly 20 years of experience and an installed base of more than 100,000 players in over 55 countries around the world.

## Full flexibility

Instead of spending time and money posting and updating individual images, the Barco signage system enables you to display various static images, animations and trailers. This can easily be integrated with back-office applications like ticketing info or seat occupation.

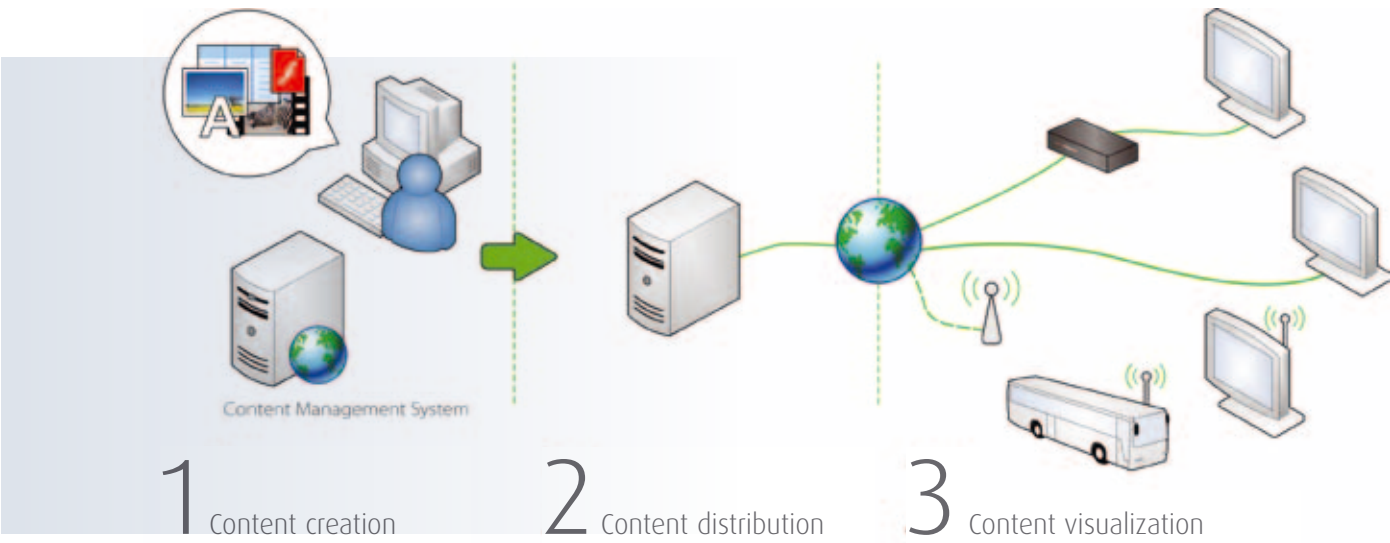
## Supporting all common file formats

Give your imagination free play. The Barco digital signage system supports a wide variety of multimedia formats (automatic web feeds, flash, video, images, text, etc.) to create maximum impact with your audience.

## Rock-solid reliability

Unlike most other signage solutions, the Barco system runs on its own independent platform (which is not based on standard PCs with a non-professional operating system). This significantly reduces the manpower needed to handle and maintain the system, and it guarantees optimum reliability for many years.

# & management



Barco's digital signage platform combines hardware and software and consists of three fully integrated building blocks: content creation, distribution and visualization. The same platform can be used for small (<5 displays) as well as large (>1000 displays) installations. With the supplied software, you can run various contents automatically while keeping full control over the different playlists at all times.

### 1. Page Editor: content creation

The easy-to-handle Page Editor software provides you with all the necessary tools to create attractive and dynamic content for your display information system – from basic texts and images to videos and flash objects. What you see on your computer monitor is what you will get on your displays or LED billboards.

### 2. IDS Server: content distribution & scheduling

Once the content is created, it has to be mapped out to the displays. The IDS Server controls the players remotely, so content can be adjusted at any time and any place. In addition, your content can be shared among several users.

### 3. DISPlayer: content visualization

The third building block of the Barco digital signage system is the DISPlayer: a reliable platform for visualizing content on any type of display that can be used in a fixed or mobile application.



## Barco digital signage at a glance

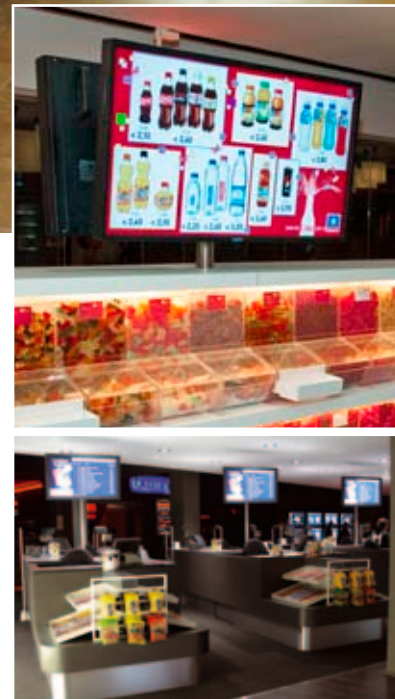
- One solution for content creation, distribution & display
- Scalable and tailored to your theater's size and needs
- Easy to use and update
- Maximum creative freedom
- Time-tested technology ensuring optimum reliability



## The Kinepolis experience

Kinepolis, one of the largest movie theater groups in Europe, has been using Barco dZine's flexible digital signage system for more than a year. The installation grew gradually from a couple of infotainment displays per multiplex to a full range of displays for a variety of purposes.

Kinepolis was looking for an out-of-the-box solution that was easy to handle and modify. The solution they are using runs on the current Kinepolis network. Each theater multiplex is managed by a local server, which connects seat information, advertising and database content with the theater's ticketing system.



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