



James likes a smooth operation. A man of action, he links to a satellite to book tickets and frozen cokes, gently shaken not stirred. 'Hmmm powered by Vista, Q would be impressed'. On arrival the usher escorts them to their seats, the ambient room temperature is just right, the lights dim... projector rolls... action. A seamless operation from the moment he booked the ticket to the closing credits. And yes James gets the girl.

BEHIND THE ACTION



01 VISTA BOXOFFICE



State of the art software for the heart of your business.

Vista BoxOffice systems form the core of cinema operations; highly functional, flexible, able to cope with various scenarios that cinema exhibition presents – but also fast, reliable and easy to use. Vista BoxOffice provides this in a package that is tightly integrated with Vista Concessions and other Vista modules.

Cinema setup

Vista can handle multiple cinemas within a site. This could be with two operators such as Imax and a traditional cinema, or a 'multi concept' cinema such as Gold Class, Art House and Traditional. This is all managed within a single database and can be configured such that all points of sale can sell for all cinemas, or selected points of sale can be dedicated to specific cinemas. Revenue is tracked not only for the site but also by cinema.

Screens are allocated to the respective cinema or 'multi concept'.

Screens can be segmented; Standard and Premium, D-Box, Balcony, etc. Every screen can have multiple seating layouts defined to support different types of presentations. In addition, each area can have a seat plan to support allocated seating. There is the ability to define wheelchair, house seats, love seats and broken seats.

Vista's pricing and seat allocation routines are linked to these definitions to provide automatic allocation based on the purchased ticket. Seat plans

can be set up to control how the cinema is filled.

Sessions can be defined as General Admission, Manual Allocation, or Auto Allocation. If allocated seating is being used then at the Point of Sale the status of the seats is shown by user-defined colors to show available, sold and booked seats along with the special seats defined in the setup. Release of House seats and 'no show' bookings can be controlled from the Point of Sale or Back Office.

Technical specifications for screens can be defined such as Digital, 3D, Dolby, etc. These can be used in the scheduling process to make sure that the correct content is scheduled for the correct screen.

Pricing

Vista provides a fast hierarchical pricing process. Once the base ticket types have been created, price cards are set up that define the available tickets for a day-of-week or time-of-day, including comps and vouchers.

Pricing can be defined which is derived from a base price, (e.g. the adult week day price is always the same as the adult weekend daytime price), or has a standard adjustment, (e.g. the Adult 3D is always \$4 more than Adult 2D). This enables quick bulk-change of prices by adjusting the base price, which automatically updates all the derived prices.

These price cards can be applied to any session automatically during the scheduling process. Vista's integrated system means that the same price cards are used for Kiosk, Web and IVR, meaning

that no additional setup is required. Booking fees can be associated with Price Cards so that they are automatically added according to the pricing set for that channel. For example, it is possible to have a different booking fee for Web than for IVR.

With Vista's international heritage many different tax regimes are covered and tax processing is integrated into the pricing logic.

Package tickets

With Vista's integrated BoxOffice and Concessions system it is possible to define ticket types that actually, are a package of one or more tickets and concession items. For example, a family ticket may be 2 adults and 2 children, 4 drinks and 4 popcorn.

Alternatively a ticket to a particular film may contain a promotional item such as a branded soda cup that can be fulfilled at the concessions counter or, it could be used to print a concessions voucher.

Promotions and deals

Vista allows the setup of promotions and deals, for example, discounts, based on using a code, a specific credit card or by purchasing specific items.

Film definition

The film database holds all of the information required to drive the BoxOffice and remote booking systems such as Mobile, Web, Kiosk and IVR. Along with the expected information such as film length and distributor, Vista holds

information on web site links, actors and directors, etc.; so the information shown in Vista web, Kiosk, Mobile and POS is dynamically driven from the cinema database.

Multiple movie formats are supported so that the availability of content can be limited to specific screen attributes, for example 3D film = 3D screen.

Program creation

Vista's Showtime Manager provides a fully graphical drag and drop interface for creating weekly schedules. Sessions can be copied from previous weeks to the current week or from one screen to another, and films and session properties can be changed at the click of a button. Session times can be adjusted by dragging, or using the arrow keys to bump sessions.

A manual session entry is possible to quickly create a new schedule.

Session status, pricing and occupancy are easily visible using color coding and icons. Screen swaps are performed just by dragging one session over the top of another. Pricing can be applied automatically based on the days, times, and attributes associated with the price cards.

If Vista Head Office is used, films and sessions may be downloaded to the cinema. In addition there is a text file import that enables import into Vista from another system.

Point of sale

Vista's Point of Sale (POS) is a graphical touch screen application which is fast and easy to learn. A single ticket can

be sold and printed in just two screen touches. The interface can also be driven using a mouse. Average training time to have a new cashier ‘up and running’ is about 20 minutes. The POS allows switching between ticket and concession sales at a single touch, and they can both be combined in a single selling screen.

Single POS for both tickets and concession benefits the customer with less waiting time and can reduce staff requirements. However, Vista also manages a cinema configured with separate BoxOffice and Concessions.

Many ancillary devices are supported by Vista's POS. These include: customer displays for order details; full customer display of seating layouts; advertising and promotions; electronic cash drawer; barcode and card readers and pin-pads for credit cards/loyalty cards.

The BoxOffice POS can be set up to show sessions based on screen, time or film. Full film synopses, censor rating, trailer and feature times are available on the POS. Real time seat availability is displayed and visual warnings are provided when the number of free seats is low. A weekly screening schedule is available on the POS so that the operator does not have to refer to written schedules.

Almost all functions in Vista POS can be secured so that they can either be locked out or, require an authorized user and pin before continuing.

Ticket and receipt printing

Vista supports all of the major ticket printer brands along with user definable

templates so that the layouts of the various documents such as Tickets, Concession Vouchers, Credit Card receipts, Customer receipts, Pick Up receipts, and Cash Drop receipts can be changed, or new printer types supported. Templates also include conditional logic and arithmetic functions so that the content can be changed based on the transaction being processed.

Both ticket and receipt numbering is configurable and system numbered and pre-numbered tickets are supported.

Receipts can be configured to print in detail showing each ticket and concession sold or to print in summary showing a total for BoxOffice and Concessions. Fiscal receipt printers are also supported.

Refunds

Refund processing is an integrated part of the Vista POS. Ticket refunds can be achieved by entering ticket numbers or transaction numbers or, searching for transactions by workstation or user. Refunding the last transaction can be done quickly and simply. Once a transaction is found then all or part of the transaction can be refunded using an on-screen selection process. Refund documentation is produced enabling the ticket to be clipped to the refund slip for audit purposes. In line with Vista's single POS concept, concessions and tickets can be refunded in the same transaction.

All refund processing is covered by Vista security so that selected options can require a manager PIN number to be

entered. Vista also provides a number of refund audit reports to selectively report refund activity.

Payment processing

Vista provides complete flexibility with customer payment options. The options on the POS are completely configurable. Any payment type can be enabled, for example Credit Card, Debit Card, Cash, Coupons, etc. Integrated Payment gateways are easily defined and many standard interfaces to major gateways exist.

For cash type payments, pictures of the local currency notes can be loaded on to the payments screen so that these can be selected at a touch of button without keying any numbers.

Vista also handles charging to a tab or debtors account for later payment. This allows for bar-type environments or corporate events.

Multiple payment types can be mixed on any transaction and, full cashier and total cinema reporting is available by payment type.

Voucher processing

Vouchers can be used as a payment mechanism as well as to redeem tickets and concessions.

Sales and redemption of vouchers are tracked within the cinema. Voucher codes can be manually entered or automatically scanned at POS. Based on the voucher code, usage can be controlled by making sure that the unique barcode is only used the correct number of times. If the Head Office Vista

Voucher Management module is used, then more sophisticated usage rules can be applied across multiple cinemas.

Vouchers are tracked similarly to cash in the cashier session reporting. Balances of vouchers in opening and closing floats, and sales and redemptions of vouchers, are all tracked per cashier session.

Groups

Vista allows ad-hoc Group Sales and bookings from the POS. Advance bookings can be made for groups against private or public sessions. Accounts can be set up for each group and paid for from the management office rather than at the POS.

There is also a Head Office Group Sales module which can track contacts and requests from corporates and other organisations through to booking against a cinema. The booking is sent to the cinema once it is confirmed.

Bookings

Vista handles paid and unpaid bookings through a variety of sales channels. This includes Web, MobileCinema (smartphones, etc.), IVR and Call Centre.

The booking pickup occurs either at the Kiosk or at the POS. Pickup at Kiosk is via swiping the card used to make the booking. The POS provides retrieval via card swipe and also by phone number, name and booking reference number, or by loyalty ID.

Manual and automated booking release processes can be set to release unpaid bookings.

Cash management

Vista provides full cash management via reporting and on line inquiry. Cashier till balances are maintained in real time.

If Vista's Cashier Reconciliation feature is being used, opening floats are prompted, and cash drops and shift-end counts are recorded.

A separate CashDesk module is available, which allows tracking of cash in the cinema safe, safe counts and bank deposits.

Alerts

In the background Vista is continually monitoring the status of the cinema and has the ability to send ‘Alerts’ to managers (which will appear on the desktop, or on mobile device if Vista InTouch is being used). The Alert indicates when action is required, for instance an operator has too much cash in their till or a session has sold out.

A variety of automated Alerts are provided to assist managers and supervisors to operate the cinema more efficiently and improve the customer experience.

Key performance indicators

KPI monitoring and management can be an important component of cinema management. Vista collects a set of KPIs such as strike rates, admissions counts, admits, etc. – all calculated in real time and stored on a day-by-day basis. Simple reports and graphs can be designed by the user, or alternatively they can be exported to Excel for further analysis.

In addition in the Back Office desktop, managers have the ability to set up

‘widgets’ on their desktop showing cinema KPI's in real time.

Distributor reporting

A variety of distributor report formats are available in various levels of detail. If Vista's Head Office system is in use, information uploaded to Head Office is used to automatically calculate the distributor payments from contracts, and then interface these calculations to an accounts payable system. If an electronic interface to a distributor system is used then Vista also provides a daily file for interface to that system directly from the cinema.

Reporting

Vista provides a comprehensive set of reports in the BoxOffice reporting suite. Some examples are Cashier reports, Daily BoxOffice, Occupancy, Admissions, Cinema Performance and Concessions by Film.

Custom reports are easily developed. Also provided is the source code for all standard reports so that these can be copied and customer versions of these reports created as required.

Accounting and head office

Vista provides functions to create accounting interface files at each cinema that can be transferred daily or as required for input into an accounting system.

If the Vista Head Office system is being used then uploads of data to the system are performed on a regular basis, and accounting interfaces can also be generated.

Visit us at www.vista.co.nz