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TECHNOLOGY

THE IMMERSIVE EXPERIENCE

The technical innovations that really draw the audiences in

NEW LOOK



CINEEUROPE 2015

Full report on the news, the people and the latest products in Barcelona

DIGITAL HORIZONS

As film viewing habits change, how cinema is reaching new heights

FUTURE-SHOCK?

Has film lost its cultural cachet? Sir Christopher Frayling tackles the issue

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BKSTS

PUTTING THE FIZZ INTO COCA-COLA

The technologies behind its magnificent displays make the Coca-Cola stand one of the biggest 'cinema shows' at CineEurope. Jim Slater explores the components that bring the concessions area to life

Every year, CineEurope's Trade Show floor is dominated by the Coca-Cola lounge. It takes up the same space as some 16 normal-sized booths. And every year the designers manage to come up with something visually exciting. It makes you go "Wow!" whilst, at the same time, showcasing everything new in cinema concession sales and marketing — and provides a huge area

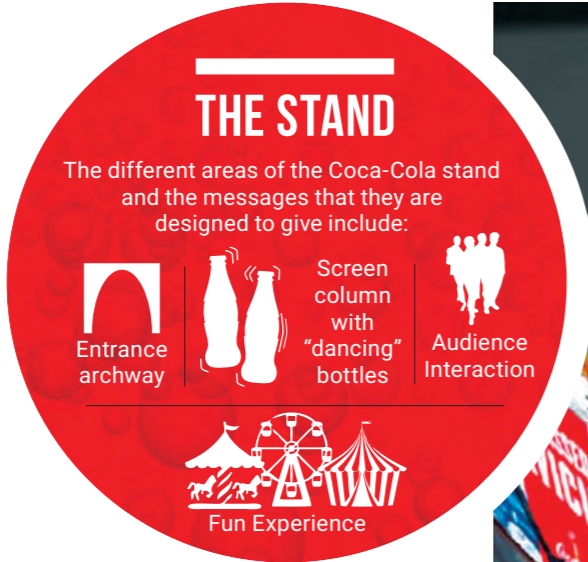
where show visitors can freely sample drinks and snacks that form such an integral part of cinema exhibition.

In recent years, embracing the trend for cinemas to replace traditional posters with electronic displays, the Coca-Cola Lounge has used increasing numbers of huge displays, and NEC, which *Cinema Technology* readers probably know best for its top-class projectors, has worked closely with the stand's designers to provide state-of-the-art examples of how different types of visual display can be used to enhance the cinema-going experience and to increase concession and ticket sales. In previous years, I had wondered how all this happened, so was delighted this June to be invited by Lou Carulli, Marketing Manager of YCD Multimedia, to take a 'backstage' look at the various areas of the stand and to talk →



Digital signage offers cinema owners a marketing medium — as well as an ad site

about the technologies involved. Lou explained how YCD — and its partners Littlebit Technology, NEC Display Solutions and Intel — work with Coca-Cola to provide a magnificent stand presence that uses solutions tailored to the needs of cinema operators worldwide. They are committed to educating the cinema industry on the proper incorporation of digital signage into the movie-going experience, making the cinema a destination for social gathering and entertainment that can be quite separate from the movie itself. It was fascinating to hear how consortium partners are working on using signage and communications' technologies to create an 'immersive experience' for cinemagoers. This ties in closely with current aims of cinema owners — 'Premium Large Format' and



'Immersive' were the 'buzz words' at CineEurope.

The consortium partners each brings their expertise to create a digital signage experience tailored to the cinema industry, but Lou was keen to stress from the beginning that this isn't simply a matter of providing good-looking and exciting video walls and concession counters, but is also a solid way of achieving measurable revenue gains.



PLANNING THE CONCEPT

The team began planning the 2015 stand area soon after CineEurope 2014 finished. The creative minds came up with the concept that it should provide a 'touring experience' designed to enhance the journey of each guest to the stand, mirroring what should happen in a typical cinema. All the Coca-Cola staff would be encouraged to guide guests to tour each element of the lounge, and

YCD and Littlebit representatives would be on hand to explain each digital signage element. The overall idea was to demonstrate how a 360° approach to digital signage creates a unique guest experience, the lounge being set up to mimic the entire movie-going experience, whilst giving the cinema owner the message that well-planned and thought-out digital signage will increase revenues in all areas.

INTERACTIVE FILM POSTERS

Two 60-inch screens at the outside front corners display interactive film posters — motion sensors change the display from a poster to a video sequence as a customer passes. These provide excellent examples of how such screens could be used inside and outside cinemas, tailored to the audiences and the time of day. The posters can also be used to generate ad revenue, allowing cinema owners to sell ad space in between film posters.

A 'ribbon' of 16 screens hanging over the central part of the stand formed a key feature, showing film trailers to encourage people to attend future showings. Practically, this huge ribbon needed to be installed first, before anything else in the booth apart from the floor. The ticketing and concessions areas featured electronic screens as menu boards displaying a combination of menu and sensory up-selling content, and cashier/customer-facing screens for point-of-sale. Sensory screens showing popcorn and Coke content were designed to generate an appetite and sales.

The box office menu board displays are intended to increase sales through "teaser" content and "pre-sales" of tickets for upcoming shows, as well as cross-selling through ticket & combo deals.



"THE STAND IS A DIGITAL EXPERIENCE TAILORED TO THE CINEMA INDUSTRY"

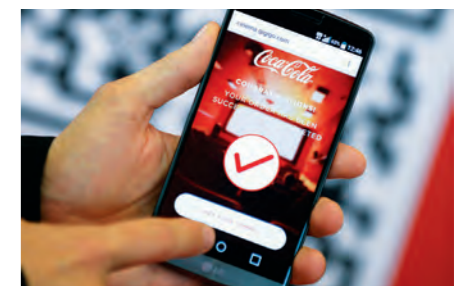


Large video walls create a unique experience through ambiance and sensory content, providing a 'wow' effect that increases brand awareness.

ALL THIS... AND A LUXURY BAR AREA

A custom-made cocktail in the adult-oriented bar area went down well. This part of the stand created a luxury experience with an aura of calm. It was very different to anything I have come across in a cinema before. In a different vein, the teen area was clearly popular, with screens allowing direct interaction with the audience via mobile phones and through social media including Facebook — as *Cinema Technology* has →

Application of mobile technology allows cinemagoers to engage more directly



THE TECHNOLOGIES BEHIND THE COKE STAND

◆ Sixty five displays, 21 media players and 13 computers, including six that are specially customised, are networked together to provide an enormously flexible display system. As the chart overleaf shows, displays range from 27in to 80in, with many stacked to provide large posters or even video walls. Hundreds of cables, from Cat 6 LAN to USB to HDMI and mini DP, were cleverly concealed so visitors aren't aware of their presence. ◆ Swiss company Littlebit Technology managed the overall

project, with full support from each of the other partners. YCD Multimedia, a leading global provider of advanced digital signage software solutions, provided its fully scalable platform and customised software. This offers unmatched capabilities in driving

digital signage networks including high-impact video and mosaic walls in a native, pixel-perfect resolution. YCD operates worldwide with offices in the United States, the United Kingdom and Israel, as well as an international network of partners serving clients globally. ◆ Computing kit was supplied and installed by Littlebit Technology AG. It produces its own range of computers under the axxiv brand and

develops customised solutions for many applications, using Intel-based technologies. In fact, Intel played a major part in the project, with all the player PCs powered by Intel chips.

The vast majority of the displays on the Coke stand were NEC monitors of various dimensions. NEC Display Solutions Europe partners many cinema operators, making it clear customers are not just 'buying a product', but achieving complete solutions. NEC's displays are far more than upgraded domestic TVs, being hardy and robust, with inherent quality and reliability. Its team of specialists can tailor a solution precisely to users' requirements, all backed by a solid warranty and support service.





reported previously, this sort of social media engagement could well assist the drive to boost the attendance of young people at cinemas. Playing mobile games in this area enables customers to win 'discount vouchers' which can be downloaded on a smartphone — on the Coca-Cola stand this was a genuinely entertaining experience, including the

opportunity to dance along with a Coke "Just Dance Now" video loop. Equally, the photo booth was a great idea, introducing the concept of taking 'selfies' in the cinema, making these available to others via a dedicated website. Such interaction encourages people to join loyalty schemes and allows for collection of customer data for future notifications and promotions.

It was good to look behind the scenes of the Coca-Cola lounge, to learn of the planning and technology that goes into providing something that, rightly, the public only sees as a swish modern café offering Coca-Cola and a range of cinema snacks. I learned how much engineering work goes into concealing everything technical except the displays and saw how the consortium works together to ensure cinemas use efficient processes to cope with large numbers of visitors. Cinemas need to provide first class entertainment and a lively atmosphere, and it is apparent that it is essential a visit to the cinema becomes an eventful programme that fills a whole evening. The consortium operates a website www.cinesuccess.com, which is well worth investigating, but, as an engineer primarily interested in the technology, I couldn't help learning a key lesson from Lou and his colleagues. They told me that investing in sophisticated display solutions for cinemas results in increased ticket sales — and, because visitors remain in the cinema complex for longer, there are increased advertising revenues and increased sales of beverages and food. They have the figures to prove it. **CT**

Linger, longer: keeping the audience within the cinema for longer increases revenues



AREA	DISPLAY/PLAYER, SIZE & NUMBER	MODEL	DESCRIPTION
Entrance Screens	Display (P), 46", 6x	NEC-60003790	MultiSync X464UN-2
	Player, 2x	AXV-BTO-CU-AQ8700	PC i7 4770 3.4GHz, HD4600/2x8GB/SSD120GB
	Webcam, 2x	LOR-960-000768	C920 HD Pro Webcam
Box Office Signboards	Display (L), 32", 3x	NEC-60003630	MultiSync V323 (V2)
	Player, 1x	AXV-AV-DQS7701-P6V1	NUC i5-3427U 1.80GHz, HD4000 / 2x4GB / SSD64GB
Experience Wall videowalls	Display (L), 55", 9x	NEC-60003632	MultiSync X554UN
	Player, 1x	AXV-AV-AX7910-P6V2	PC with 9 x DVI / i7-4820K 3.7GHz / 3xV4900 / 16GB
	Display (L), 46", 4x	NEC-60003790	MultiSync X464UN-2
	Player, 1x	AXV-AV-AX7910-P6V1	PC with 4 x Output / i7-4820K 3.7GHz / 2xV4900 / 16GB
Cash register screens	Display (L), 14", 3x		Mobile VideoWall (not NEC)
	Player, 2x	AXV-AV-DQS7701-P6V1	NUC i5-3427U 1.80GHz, HD 4000 / 2x4GB / SSD64GB
Popcorn displays	Display (P), 32", 3x	NEC-60003630	MultiSync V323 (V2)
	Player, 2x	AXV-AV-DQS7701-P6V1	NUC i5-3427U 1.80GHz, HD 4000 / 2x4GB / SSD64GB
Food Court Cashiers	Display (P), 46", 2x	NEC-60003394	MultiSync V463
	Player, 2x	AXV-AV-DQS7701-P6V1	NUC i5-3427U 1.80GHz, HD 4000 / 2x4GB / SSD64GB
Film/Promo/Wayfinding signage	Display (L), 46", 16x	NEC-60003394	MultiSync V463
	Player, 2x	AXV-AV-AX7910-P6V2	PC with 9 x DVI / i7-4820K 3.7GHz / 2xV7900 / 16GB
Menu Board	Display (L), 46", 7x	NEC-60003394	MultiSync V463
	Player, 1x	AXV-AV-AX7910-P6V3	PC i7 / i7-4820K 3.7GHz / 2x W600 / 4 x 4GB
Film Promo - movie posters	Display (P), 65", 2x	NEC-60003395	MultiSync V652
	Player, 2x	AXV-AV-DQS7700-P6V2	NUC i5-3427U 1.80GHz, HD 4000 / 2x4GB / SSD64GB
Film Promo - music video screens	Display (L), 46", 2x	NEC-60003790	MultiSync X464UN-2
	Player, 1x	AXV-AV-DQS7700-P6V2	NUC i5-3427U 1.80GHz, HD 4000 / 2x4GB / SSD64GB
Themed Bar Area Film posters	Display (L), 80", 1x	NEC-60003482	MultiSync V801
	Player, 1x	AXV-AV-DQS7700-P6V2	NUC i5-3427U 1.80GHz, HD 4000 / 2x4GB / SSD64GB
Basement Area screen collage	Display (P), 65", 1x	NEC-60003631	MultiSync V652
	Display (P), 55", 1x	NEC-60003396	MultiSync V552
	Display (P), 46", 1x	NEC-60003394	MultiSync V463
	Display (P), 42", 1x	NEC-60003397	MultiSync V423
	Display (P), 40", 1x	NEC-60003327	MultiSync X401S
	Display (P), 32", 1x	NEC-60003630	MultiSync V323 (V2)
	Display (L), 27", 1x	NEC-60003489	MultiSync PA272W black-black
	Player, 1x	AXV-AV-AX7910-P6V1	PC with 4x Output / i7-4820K 3.7GHz/2xV4900/16GB