

CAYIN Digital Signage Solution Livens Up Ayala Malls Cinema in the Philippines

BRIEF PROFILE

Place: Philippines

Industry: Entertainment

Solution:

- SMP-WEB4 x 22
- 42" LCD screens x 22

Glorietta and Greenbelt Cinemas

Greenbelt and Glorietta cinemas are owned and operated by the Ayala Theatre Management Inc. Greenbelt is the country's first Premier Lifestyle Center. With many world-class retailers, restaurateurs and entertainment operators, it defines the premier Ayala Mall experience. Glorietta is a one-stop, self-sufficient shopping center. It offers a wide array of shopping, dining, and entertainment options.

Ayala Theatre Management Inc. is part of the real estate division of Ayala Land Inc, a subsidiary of the Ayala Corporation, one of the Philippines' biggest and well-established business conglomerates. Its projects mainly include development of high-end residential subdivisions and condominiums, construction of high rise commercial and residential buildings, and management of shopping centers, cinemas, hotels and entertainment businesses.



CAYIN's digital signage players empower 22 LCD screens in the Glorietta and Greenbelt cinemas in the Philippines. This project was conducted and implemented by Mediacast Digital Group, CAYIN's certified reseller in the Philippines. The new digital screen network has livened up the environment and simultaneously simplified daily operation. It has created a win-win situation for both moviegoers and the cinema owner.

Target to Achieve Excellence

Movies cradle numerous creative applications and expand human imagination. In the fast-changing entertainment business, Greenbelt and Glorietta cinemas always endeavor to set the trend and stay ahead of the competition. CAYIN's digital signage solution is introduced in this project by Mediacast, CAYIN's premium partner in the Philippines, to achieve the following objectives:

- Facilitate efficient management of the digital screen network.
- Improve the quality of multimedia presentation.
- Create a modern and stylish atmosphere and enhance customer experience.



Digital Signage Solution

- 23 SAMSUNG 42" LCD displays are installed in both Greenbelt and Glorietta cinemas.
- 22 CAYIN SMP-WEB4, web-based digital signage players, are responsible for managing and storing multimedia content

Simplify Daily Operation

CAYIN digital signage players are equipped with powerful remote managerial functions. This technology enables administrators to set schedules in advance and convey right information at the right time and the right place. Screens can always display up-to-date information of movies which are currently showing in these two theaters automatically based on the playlists and schedules. The whole digital screen network can be managed easily and largely simplifies daily operation.

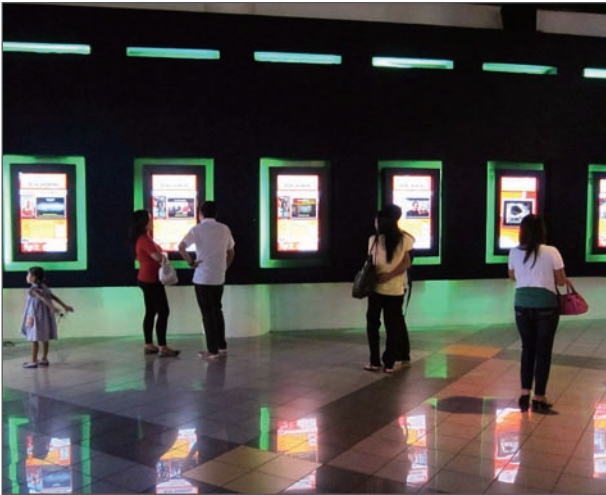
Instead of using printed movie posters to promote the current movies, the cinema screens are able to show digital version of movie posters. This cuts down on the use of printed materials and makes it more environmentally friendly. CAYIN's digital signage players can also turn on and off remote screens automatically in accordance with business hours..

Impress Moviegoers with Eye-catching Information

CAYIN digital signage players offer greater flexibility as compared to using a PC solution. In the past, the staff of a theater only used Microsoft Power Point to create contents and was limited to creating a simple layout without scheduling. With CAYIN's digital signage solution, administrators can easily create templates with multiple zones, such as multimedia, image slideshow, clock, ticker and Flash in one layout.

Each screen displays eye-catching movie information including: movie posters, movie trailers, synopses, approved movie rating, screening time, and other cinema promotions. The dynamic presentation accentuates attractiveness of each movie, arouses viewers' interests, and helps them make a decision on the movie selection.





Enjoy a Sensational Movie Experience

To enhance customer experience, Ayala deploys ten displays in the cinema lobby and ticketing area of Glorietta 4 and seven displays in Greenbelt 3. This modern and fashionable design elevates the corporate image as a cutting-edge technology adopter. More than a communication vehicle for conveying information, the dynamic, appealing presentation can liven up the cinema environment, alter moviegoers' mood right from the lobby, and prepare them for a sensational movie experience.

Blend in the Environment with Practical and Stylish Design

In addition to the lobby and ticketing area of the cinema, screens were also installed at the concierge and entrance areas throughout the Ayala malls. "All screens needed to match the overall design of the theater to project a unified image," said Mr. Eric Tang, General Manager of Mediacast. With this in mind, Ayala Cinemas used different ways which best suited the environment to install screens. This included embedding screens on the wall, designing an all-in-one screen stand and hanging screens against glass windows. Meticulous planning and professional installation were essential elements leading to the success of this project.



CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions including media players, servers, and software which are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide, and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.

Mediacast Digital Group in Brief

Established in 2009, MEDIACAST DIGITAL GROUP has already launched large scale projects in different industries. Our success lies in our strong commitment to pursue excellence by providing our clients the best products and services possible in order to successfully create dynamic digital signage systems.



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