

The Venue Master

Voice of the Australian Cinema I.T. Industry

VENUE SOLUTIONS
PTY LIMITED ABN 33 058 910 857

Venue Solutions Pty Ltd



Digital ready Venue Master

Venue Master can lower your green house emissions.....

Special points of interest:

- Venue Master can help you lower green house gas emissions
- What sort of Database should we use?
- Venue goes outdoor
- Online training at the Venue University
- Venue is Digital Cinema ready

With much talk about green house gas emissions it makes sense to start thinking forward on saving energy.

For more than a decade Venue Master has had a feature to interface to intelligent air-conditioning systems.

The advantage of this is in this day and age is obvious, and it is surprising that more Cinemas are not looking at this integration where the air-conditioning system is capable. The cost of energy is most likely creeping into the top eight costs for most exhibitors with rises this year.

All one does is connect the air-conditioning computer to the cinema network and Venue Master will output the number of patrons in an auditorium.

In this way the temperature can be

set to a comfort level based on the number of patrons in that auditorium for that session. This will ensure that a minimum amount of energy is used.

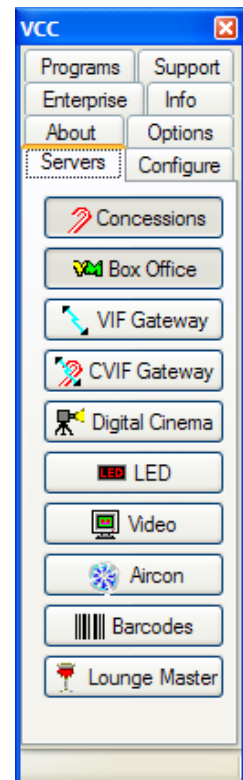
Further connections from Venue Master are available for the cinema automation system.

Connections for popular cinema automation brands are easily achieved.

Venue can also be linked to the Digital Cinema server, saving time and effort by only entering programming once.

Video walls, Barcode Management system, LED and Plasma Displays all connect to venue.

For all your automation requirements and to save time and energy, please speak to us.



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SQL or no SQL?

Recently, while talking with a client about the forthcoming new version of Venue Master, the question was asked "will this new version of Venue Master be able to run on MS SQL at a location?"

The answer to this question is Yes. **Venue Master has always been able to run on SQL**, but most clients have

opted for the cost savings at locations of not deploying MS SQL.

The Venue Master Enterprise Suite (which runs at head office) relies on SQL. The savings in the past have been twofold, first the cost of deploying SQL at each location and secondly the extra cost for higher performing hardware.

The rule of thumb when deploying SQL at locations is based on how many months or years of data are required to be kept at the location for local access.

The Enterprise data warehouse keeps information available on demand.

Venue goes outdoors

Christmas 2007 saw Venue roll out in Moonlight Cinemas Australia-wide. A number of innovations were required to ensure that Moonlight cinemas could meet their client expectations.

While Venue Master was deployed at each location, the Venue Master Enterprise Suite was installed at the Head office to manage the circuit.

The Venue Master Voucher Management system was also deployed to manage all manner of bar-coded vouchers, including dynamic voucher issue with real time, online

voucher sales.

All vouchers sold online are unique, issued on demand and tracked through Venue. Vouchers can also be redeemed online to secure advance bookings.

When working outdoors, sessions are occasionally cancelled due to weather or other unforeseen reasons.

Not only were clients advised by SMS of cancelled sessions but they were able to use their booking to rebook on line.

As with Hardtop cinemas, sometimes sessions can be cancelled because of technical reasons.

Venue Master contains functionality to convert tickets and advance sales into vouchers which can be redeemed online or at the box office when such events occur. As long as people hang on to their stubs or print at home tickets, they can convert them when such events are rescheduled.

Rain-out or technical failure events flow all the way through the Venue reporting.



Hand Held Scanners validate all tickets, memberships and vouchers.

Venue is D Cinema ready

Venue has been involved in Australian Digital Cinema trials for most of this year.

Venue has an interface ready to go for quite a number of the systems, having been involved with trials with Kodak, Digital Cinema Networks and more suppliers already work in progress.

Why connect? Well, it simply saves another task of entering the schedule yet again and updating as

the schedule changes.

The full Venue Master suite is going on display at the Sun Theatre. The historic Sun Theatre in Yarraville Victoria, is the first cinema in Australia to become completely digital.

It is a working case study of what can be achieved when a number of companies come together to demonstrate how digital presents a great opportunity for automation and connectivity between Cinemas.

Digital Cinema Networks, Martin Gardiner, who is supplying the digital servers and software solutions, has partnered with Venue Solutions to put together this cinema-of-the-future.

Integration of Web, Ticketing, POS, and Digital Cinema all come together in the 6-cinema complex that is Sun Theatre Yarraville, and Michael Smith is keen to host visitors.

"Connecting your digital cinema server is as simple as asking your supplier to speak with us."

Online Training at Venue University

Venue has gone online with training. For more than one year Venue Support has been running online training for classes of up to eight individual connections with great success.

The Venue University is available to all Venue clients and their staff. All you need is access to email, the web and a phone. Sessions are organised and subject matter

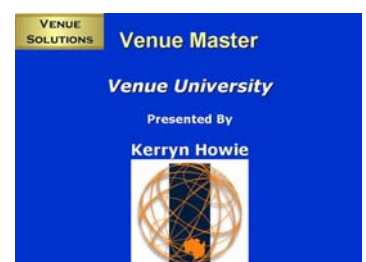
agreed, and people at their desks or groups in board rooms across Australia and abroad can connect simultaneously.

A number of clients are factoring in an hour around their management meetings to assist managers and staff with "how to" questions, as well as training on new modules.

"Train the trainer" as well as "train the cashier" are offered as part of

being on board with Venue.

Sessions can be arranged by contacting Phillip Healey on 0417 501 654 or by email on phillip@ajaxsystems.com



Venue University Welcome Screen

Inventory Pro—how to manage inventory

While Venue Master has always had a stock control module, it is amazing how little of its features are used.

Demands across cinema chains for “now” data are driving key decisions on merchandising. With this urgency comes the need for real and present information about the status of inventory across the circuit.

Venue Master Inventory Pro was conceived to assist Exhibitors in two key ways,

one, to manage inventory, the other to streamline merchandising.

Inventory Pro allows head office to calculate circuit, regional, or location supplier rebates within a few clicks of a mouse, removing what has been a major headache for many years.

Individual PLU's, producers and suppliers can all be managed. Goods can be received across the circuit, saving the hassle of having to

send or scan all the delivery dockets and invoices to be sent to head office.

Locations can be empowered to manage their own ordering, with the system providing daily prompts on what needs to be ordered and how long it is before things will run out.

Cinema chains have needed to know about their concession sales for years, Inventory Pro delivers all needs to assist a successful merchandising manager.

“What would it be worth to be able calculate rebates for the circuit within a few clicks of a mouse?”

Voucher Management made easy

The Venue Master Voucher Management system assists exhibitors to manage all aspects of Vouchers.

While Venue Master has always accepted and tracked Voucher sales, the Voucher Management system looks after Vouchers from the time they are created until the time they are redeemed or expire.

Each point of sale across your network of Cinemas is able to validate a voucher real time.

No longer do you have to be concerned about the vouchers in the safe, Vouchers only have a face value at the time they are sold.

The life of each Voucher is traced in the system and there are a myriad of web-based

reports to allow head office and the circuit to inquire and manage the vouchers.

The voucher system can be connected to the website for real time online sales and redemption.

Venue Master Voucher Management Module puts you in charge of Vouchers.

“What would it be worth to know how many \$\$\$ worth of vouchers expired this morning?”

How Australian Cinema achieved Gift Card

Just over three years ago Venue Solutions was approached by an Australian Exhibitor with a request to provide a cost-effective gift card solution.

The challenge was to ensure that there were no third party transaction fees, and most of the market-ready solutions had a fee per transaction. A

recurring fee of this nature was not suitable for Cinema.

Venue conceived a solution that ran across the internal EFTPOS network and did not require connection via the bank switch network. As such there was no fee per transaction, and the solution was eventually rolled out across a number of chains.

Since then several other solutions have been integrated with Venue, and some third-party debit card solutions for New Zealand as well.

If you are looking for a cost-effective gift card solution, then please talk to us.

“Want a gift card solution and don't want to pay a transaction fee on each withdrawal?”



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What is old is new again - Self Service Kiosks

For more than twenty years the founders of Venue Solutions have supported cinemas in Australia & abroad. There have been many innovations over the years and they just keep coming.

Sometimes some innovations come round for a second or third try. Kiosks are one such example. Our first involvement with Kiosks was at Macquarie in 1996. This kiosk redeemed Movieline bookings and was the forerunner for ATM redemptions. In 2000 Venue added selling to kiosks, with payments by EFTPOS, for the Melbourne Exhibition and Convention Centre. More recently third parties such as ABUZZ technologies have been connecting to Venue with selling and redemption kiosks. These kiosks can be placed inside the venue, or outside the venue.

The Universal Cashier, which includes a kiosk persona, will provide a self service software solution that never closes a lane. With all these options there has never been a better time to look at Self Service options, and the Universal Cashier makes it affordable.

Venue online—Venue connects Mobiles — PayPal

Venue Master is an open system. This means that there are a variety of ways that third parties can connect to Venue Master to gain information or even to sell tickets.

Did you know that there are a variety of different web site developers that integrate to Venue? Many of our clients have used their own developers to sell tickets on line, real time connected to the Venue System.

Some exhibitors use the Kinesis system and some have used third party sellers, like eBooking or Ticketek.

A multitude of Payment types

and Channels are supported by Venue. It is interesting that the first micro payments were implemented with Cineplex almost two years ago and on Venue Master!

Now we are seeing that exhibitors not only want to sell online, but they also want to sell on patrons mobile phones.

Venue pioneered mobile phone sales back in 2001. It is only last year that the first mobile phone sales happened for real, and that was on Venue and the payment mechanism was PayPal and Cineplex did their own.

Venue can handle many

different concurrent selling channels. This helps exhibitors to sell tickets over multiple channels. So if you need a new payment type to help give your business the marketing edge, please discuss it with us - chances are the basics are already in place.



Buy tickets, any time any where, on Venue Master