



MANN Theatres selects Omniterm's Theatre Management Software solution to operate their theatre circuit.

Toronto, Ontario (March 23, 2016) – Omniterm, an industry leading Point-of-Sale solutions company dedicated to the cinema industry for over 35 years, is proud to announce that they have been selected as the Theatre Management Software (TMS) provider by MANN Theatres. "Our business is about technology but our ongoing growth is really about building customer relationships" says Ed Coman, President of Omniterm. "We view every new customer as a unique relationship with their own specific needs and requirements. This has been a fundamental cornerstone of our success and our longevity."

MANN Theatres was founded in 1935. In 1970, they expanded their operations and that's when the current owners Stephen and Benjie Mann became involved. Since that time, MANN Theatres has opened multiple locations including Hopkins, St. Louis Park, Lakes 12 in Brainerd, Plymouth Grand 15, Grand Rapids, Hibbing and Champlin 14. They currently operate 9 theatres with a total of 73 screens. "It was a daunting task, when we decided to implement a new theatre management software solution for our theatres", said Stephen Mann, President. "We feel that our selection process allowed us to pick the best company that matches our corporate culture. We decided to partner with Omniterm for many reasons. In the end, it came down to their willingness, flexibility and ease in how they operate."

MANN Theatres is in the process of upgrading all their POS software from their pre-existing in-house solution. "Over the balance of the year, we expect to implement many new features that we can utilize from the Omniterm software solution." said Benjie Mann, Vice-President. "Omniterm TMS will provide us the ability to connect with our customers and provide services that we have been waiting to implement."

In addition to the standard box office, concession and kiosk applications, as part of the upgrade, MANN Theatres is using the system to deploy circuit-wide loyalty and gift card programs, and provide the ability to allow customers to purchase tickets online and on their smartphones.

About MANN Theatres (www.manntheatres.com)

Mann Theatres was founded in 1935. In 1970, Marvin Mann expanded the operation when he purchased the Highland and Grandview theaters in St. Paul. Marvin's sons (and current owners of Mann Theatres) Stephen and Benjie, became involved in the early 70's.

In mid-2012 Mann Theatres completed its digital rollout with all theatres now having digital cinema including digital 3D at several locations.

About Omniterm (www.omniterm.com)

Omniterm, serving the cinema industry since 1978 is a global provider of automated ticketing and concession POS software and hardware solutions. Their software suite includes box office ticketing, concessions sales and inventory management, kiosks, enterprise management, loyalty, internet ticketing, film settlement, gift cards and digital signage.



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