



NEWS Release

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RC Theatres selects Omniterm's Theatre Management Software

Toronto, Ontario (March 27, 2019) – Omniterm, an industry leading Point-of-Sale solutions company dedicated to the cinema industry for over 40 years, is proud to announce that they have been selected as the Theatre Management Software (TMS) provider by RC Theatres. "We've always recognized that with every new customer we have the unique opportunity to build a mutually beneficial long-term relationship. This has been a fundamental cornerstone of our success and our longevity." says Darrin Lewis, Director of Sales and Marketing at Omniterm.

RC Theatres is a family operation that was founded back in 1932. It has since grown to include 11 theaters in Maryland, North Carolina, Pennsylvania and Virginia. "It was a huge undertaking when we decided that we had to implement a new theatre management software solution as a result of our current supplier, NCR, pulling out of our industry" said David Phillips, CFO. "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."

RC Theatres is in the process of upgrading all their POS software from their current NCR solution. "Over the next few months, we expect to complete the installation of Omniterm's Theatre Management Software (TMS) solution." said David Campbell, GM. "We appreciated that Omniterm was willing to use most of our existing equipment to help reduce the cost of implementing a new solution. We did however purchase some of their new large screen kiosks!"

In addition to the standard box office, concession and kiosk applications, RC 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.

About RC Theatres (www.rctheatres.com)

R/C Theatres ranks as one of the nation's 50 largest cinema chains. R/C Theatres is based in Maryland and has theatres in MD, PA, VA, and NC.

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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