



# How to Future-Proof Your Business With Advanced Cinema Technology

*Advancements in technology have made streamlining the operations at your cinema easier than ever.*



# Cinema Technology Innovations

With technology evolving at a rapid pace, and innovations accelerating as a result of the pandemic, your theatre or cinema has a wide array of tools at your disposal to streamline your operations.

*A few essential features you need to future-proof your cinema include:*



## Online Ticketing

A [majority](#) of all movie tickets are purchased online. If you have not implemented an online ticketing solution yet, now is the time.



## Cinema Marketing

From email marketing to detailed reporting, you need a solution that simplifies your cinema marketing and helps you make sense of your data.



## Omnichannel Payments

More and more customers are favoring payment solutions such as mobile payments and tap-to-pay. Ensure your theatre can process these payments as well as more traditional modes of payment.



## Cinema POS

A point of sale (POS) system that is specifically designed for movie theatre operations is vital to keep your business future-proof. This will drive revenue growth and keep lines short.







## Listen To Your Customers

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Your customers want every experience to be personalized. To keep your cinema future-proof, you need to make sure you include them in the conversation. You can do this by creating surveys to collect feedback and using it to improve the features they love, and eliminate the ones they hate. Do your customers repeatedly complain about long lines at the concession stand? That'll tell you that you need a [line-busting solution](#).

Another way you can collect feedback from your customers, even without speaking to them, is by tracking trends with [advanced reporting](#) on your cinema software. This will help you anticipate your customers' needs and make changes accordingly. Choosing a software that gives you real-time

visibility into key metrics will help you catch those trends and make changes quickly, resulting in a happy, loyal customer base.

Let's face it; cinemas have a lot of competition with the development of streaming services and same-day releases of popular movies. To make sure your theatre is future-proof, you'll need a foundation of loyal customers who keep coming back and supporting your business. You can do this by making it easy to enroll in a loyalty program quickly, and offering promotions to repeat customers, such as offering them percentage discounts on concessions.

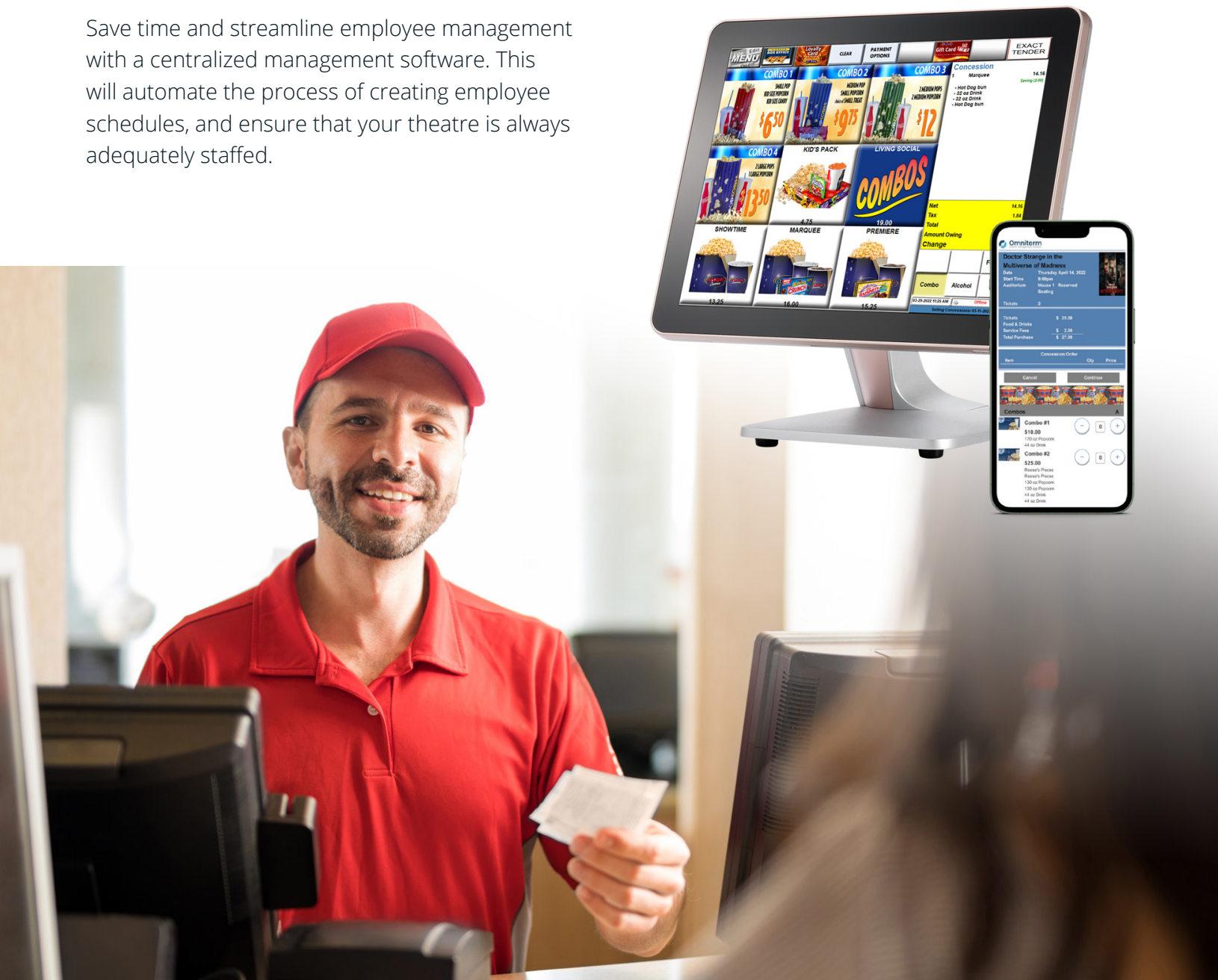
# Streamline Employee Management

No matter how many employees you have working at your theatre, it's vital that you implement these management tools to ensure that your business thrives for years to come.

*Are you still using manual methods to create employee schedules and send out payroll?*

Save time and streamline employee management with a centralized management software. This will automate the process of creating employee schedules, and ensure that your theatre is always adequately staffed.

When selecting a cinema management software, be sure to choose one with an integrated time clock. This will make it easy for your employees to clock in and out and mitigate the risk of missed hours or incorrect payroll data.





# Keep All of Your Data in One Place

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As a cinema owner or manager, you have a lot to keep track of. Future-proof your cinema by choosing a software system that keeps all of your data, including taxes, employee metrics, discounts, accounting, and close-of-day functions, in one central location.

## *Have multiple locations to manage?*

Save time and frustration by choosing a solution that allows you to see all of your enterprise data in one place, giving you a quick view of all your operations.



# Continually Improve Customers' Experiences

*Keep your customers coming back for more with these key future-proofing features:*



## Omnichannel Experience

Sell tickets and concessions from your website. A mobile-friendly web store offers a flexible, easy-to-use interface and secure transactions. Customers benefit from simplified ordering, contactless pick-up, and reduced wait times.



## Contactless Solutions

Customers have come to expect a seamless experience, from ticketing to payment. Innovations such as mobile-friendly ticketing software, contactless payments, and online concession ordering give your customers the flexibility they want.



## Kiosks

Reduce wait times and queues at the cinema for your customers while freeing up your staff. Self-service kiosks offer guests the option to serve themselves and can help drive sales by offering promotions on concessions.



## Digital Signage

Eye-catching digital displays are far better than traditional static posters. Display everything from showtimes and pricing to the latest blockbuster trailer.







## About Omniterm

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Omniterm is here to help ensure that your cinema is ready for the future. We offer an innovative and affordable cinema management system with all the solutions you need to thrive, like cinema POS software, kiosks, online ticketing, cinema marketing, and theatre management, along with detailed reporting and analytics to keep a pulse on your business. Whether you have an independent, single-location theatre or a multi-location chain, our cinema management system is built to help future-proof your business.

**Get Started Today!**



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