PYRAMID

SUCCESS STORY

Polytouch® 24" CLASSIC featuring "experience the difference" @AMC Theatres

Second-largest US cinema chain deploys new omnichannel strategy to accelerate their business. Customers benefit from new features, quick ticket purchases and an improved service concept.

Driven by the big success of e-commerce and developments like the Internet of Things (IoT), shopping behaviour has dramatically changed and customer expectations have grown within the last years, triggering the generation of various concepts to fulfil the new customer needs and implement an integrated approach. Much effort was put into optimising check-out processes to avoid waiting times at the cash desks. Another challenge was the integration of multiple sales channels like online, mobile and the theatre itself (omnichannel strategy). As part of its customer experience leadership programme, AMC Theatres – operating almost 5,000 screens in over 340 locations – has selected Pyramid's all-in-one kiosk system Polytouch® 24" CLASSIC to enhance the ticket purchasing experience for their guests. AMC started a quest for a more suitable kiosk with a compelling design to better fit customer expectations, as part of a multi-year remodelling programme, and its theatre operations. The result is Polytouch® featuring "experience the difference" at AMC. AMC Theatres is known for its customer service leadership and commitment to delivering a premium movie-watching experience with more comfort and convenience, inspiring greater customer loyalty. Technology is a key component, and the Polytouch® team helped to redefine the next-generation kiosks, featuring advanced touch technology, flexibility of deployment and design and a future-proof upgrade path for payment technologies "Pyramid's Polytouch® kiosk has been a real game changer for AMC," said Scott Winters, VP of Theatre Systems at AMC. "With its all-in-one design, placement within our theatres is highly flexible, giving AMC options previously not available. Its attractive look immediately catches our guests' eyes and entices them to give it a try.

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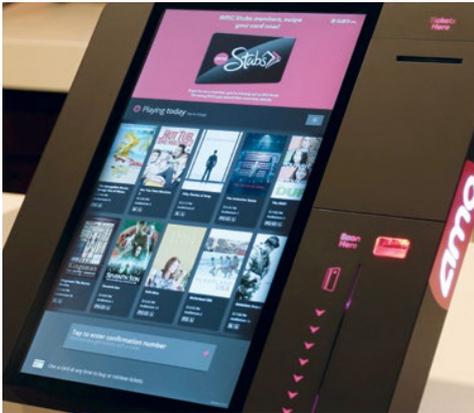>
> **Scott Winters, VP Theatre System AMC**

PYRAMID

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Background

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"It has been fantastic to see the level of acceptance among guests across different age groups." stated Alberto Perandones, VP Business Development at Pyramid Computer. Within only a few weeks of engaging with AMC, Pyramid developed a fully customized polytouch® kiosk to address the AMC needs: a portrait multi-touch screen tailored to AMC's corporate identity packaged with state-of-the art Intel® components and a series of peripherals including a thermal printer, a mag-card reader for payments and loyalty programme bonuses and a barcode and QR-code scanner, that encourage guest interaction.

Due to the excellent response throughout the pilot phase and initial locations, AMC has decided to extend the use of the Polytouch® self-service kiosks beyond its remodelling programme to include the replacement of older generation kiosks throughout the circuit.

"AMC needed the proposed solution to have several vital characteristics," said Alberto. "It had to be very high performance in order to optimise the customer experience. It needed to be rugged and reliable to withstand constant use. The ability to customise and upgrade was also important to enable AMC to take advantage of future new technologies. Modularity and integration were key requirements for facilitating easy deployment. An appealing design would enhance the movie-theatre environment. Finally, this all had to be backed by responsive, professional technical support. Our Polytouch® delivered on all counts."

The Pyramid Polytouch® integrated kiosk chosen by AMC features capacitive multi-touch (processing up to 20 touches simultaneously with less than 10ms latency), IP54-rated screen with chemically hardened, non-reflective glass. Running at full HD resolution, it features an Intel Core processor and allows for customised expansion modules such as a QR / barcode scanner, digital I/O, and programmable buttons.

About AMC Theatres (www.amctheatres.com)
AMC Theatres is the customer experience leader. They run the most productive theatres in the country's top markets. AMC operates eight of the top 10 highest grossing theatres in the US and has the No. 1 market share in the top three markets (NY, LA, Chicago). Headquartered in the Kansas metropolitan area, AMC has interests in 344 theatres with 4,959 screens across the US, serving approximately 200 million guests each year with industry-leading guest satisfaction ratings. AMC's food and beverage operations, including their dine-in theatres, represent a top-60 US restaurant chain.

4 good reasons

1 REDUCE GUEST WAITING TIMES
Optimize your check-out processes and avoid waiting times for your guests. Give them a better experience!

2 ANYWHERE AND THE WAY YOU LIKE IT
Polytouch® high flexibility and modular concept provide AMC with new options not accessible before.

3 APPEALING DESIGN
Attract guests through an intuitive and customized design. Its userfriendliness is a real game-changer for your guests.

4 FUTURE-PROOF INVESTMENT
Polytouch® designs allows for a seamlessly upgrade to comply with new standards and protect your investment. Introducing EMV-payment in AMC devices is like equipping your car with new wheels, that simple!