

Nordisk Film Biografer

Nordisk Film Biografer Uses Digital Signage to Entertain Patrons Waiting to Buy Movie Tickets

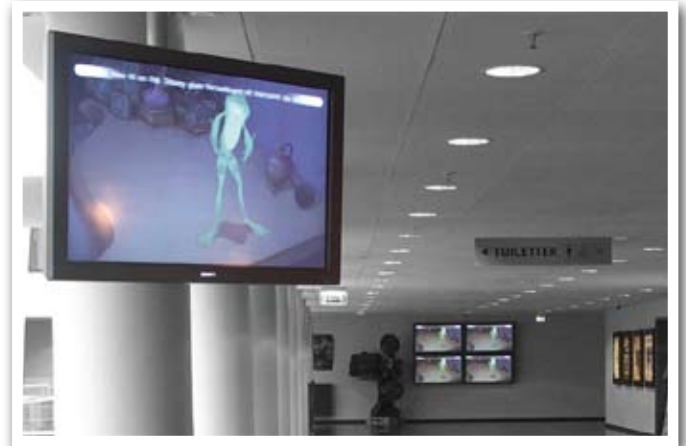
THE CHALLENGE

Nordisk Film Biografer (Nordic Film Movie Theaters), the largest cinema chain in Denmark, consists of 17 modern movie theaters spread throughout the country. With more than 18,000 theater seats, they account for almost half of total ticket sales in Denmark.

Guests often arrive early to buy their tickets in the large lobby and waiting areas. To entertain guests and help them make the most of their waiting time, Nordisk Film Biografer installed large screens throughout showing trailers for upcoming films, current offers in concession areas, general information and advertising from their partners.

Nordisk Film Biografer had been using a digital signage network in its lobby and waiting areas to provide patrons with entertainment while waiting on line for tickets, but it wanted to expand the network's use to provide content for digital movie posters and food kiosks throughout the theater. The challenge was that the original software that the company used to run the network only gave them limited functionality.

In 2009, they began looking for a new system that offered greater reliability and better management opportunities.



THE SOLUTION

Nordisk Film Biografer turned to the Scala Certified Partner IT Gruppen to meet its needs. IT Gruppen implemented Scala, the world's leading digital signage software, with great success.

Nordisk Film Biografer's Scala solution is built around a central server that manages, updates and distributes content to various screens. The central control system provides greater flexibility than the previous software and ensures consistent communications in all cinemas across the country. In total, the Scala solution consists of 36 players and 115 Sony LCD screens, which range in size up to 50 inches.



Nordisk Film Biografer

"Movie trailers are a very important part of our cinema's marketing, and hopefully they inspire guests to come back and see a new movie at the same movie theater," said Teis Nielsen, Instore and Graphics Manager at Nordisk Film Biografer. "With our new Scala solution, we experience a smoother transition of trailers and a better image quality, so the content appears clearly. In addition, we broadcast current offers from our kiosks, which are crucial in generating additional sales."

Nordisk Film Biografer also uses Scala to manage its digital movie posters. Dynamic movie posters create a lot of life and attention. Large screens mounted vertically show all of the theaters' newest movie posters. The solution is eye-catching, and the staff does not need to spend time replacing outdated posters.

THE BENEFIT

Nordisk Film Biografer has great success using digital signage for marketing of current and upcoming films, as well as current offers in the kiosks. The result has been greater kiosk sales. Additionally, the theaters have been able to save time and money associated with creating, printing and transporting traditional movie posters.

"The benefits gained from the implementation of our digital signage network are many. Scala Content Manager has given us much more flexible and reliable content management options, and we can now do content updates quickly and easily," Nielsen said. "This solution looks very modern and professional, and it raises the overall impression of the movie theaters."

ABOUT NORDISK FILM

The oldest film company in the world, Nordisk Film, is a division in the Egmont Group and the leading Nordic developer, producer and distributor of creative content within movies, feature animations, TV, music and games. Nordisk Film holds the Nordic distribution rights to Sony PlayStation and owns movie theatres in Denmark and Norway. Nordisk Film also owns post-production companies, film laboratories and broadcasting facilities. In 2008, Nordisk Film generated total revenue of 472 million euro. The company employs 1,300 employees in the Nordic countries, and a large number of project and part time employees.

ABOUT IT GRUPPEN

With more than 25 years of experience, IT Gruppen is Scandinavia's largest supplier of value-creating IT solutions for the retail industry as well as Denmark's leading provider of specialized IT solutions for the graphic and media industries. In addition IT Gruppen delivers mobile solutions across all industries in Scandinavia. Employing 180 employees IT Gruppen has a strong product knowledge and a deep insight into the retail and media industries. More information is available at www.itgruppenas.dk.

ABOUT SCALA

Scala is the world's first connected signage company and a global leader in digital signage and advertising management solutions. With twenty plus years experience, Scala offers a soup to nuts platform for digital signage and a complete, turnkey platform for advertising management of both traditional and digital signage networks.

