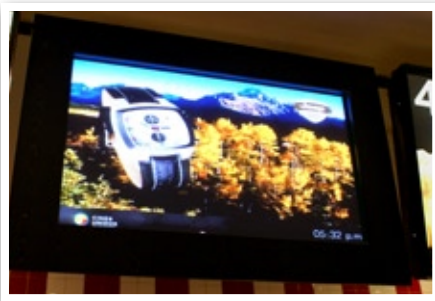


# Cines Unidos Movie Theatre

## UnoLink Launches First “VideoMenu” Setup at Cines Unidos Movie Theatre in Sambil Mall

Venezuela – UnoLink, a Scala Certified Partner, has pioneered the launch of the VideoMenu into the Latin American market. VideoMenu is a ground breaking new way to present menus at food retailers everywhere – instead of a traditional menu, VideoMenu displays distancecontrolled video



feeds displayed on plasma screens strategically placed over concessions stands. This way, customers are able to get dynamic and attractive previews that positively influence purchases – and ultimately boost company revenues. Luis Ginestra, Concessions Manager for Cines Unidos, supervised the installation of the VideoMenu screens, which are now available in over 24 theatres nationwide. “We at Cines Unidos strive to redefine the movie-going experience, so our clientele is constantly amazed. We operate at a technological and service vanguard within the country” said Ginestra.

UnoLink developed VideoMenu using special components from Scala InfoChannel® software as well as video components developed at UnoLink. This unique approach to menu presentation allows for constant and instant menu updates, price adjustments and sale offer broadcasts; operated remotely and effectively. Content is designed and updated by UnoLink, where we employ an extensive image bank supplemented of custom images for clients – including photographs, graphics, animation and video, all of which are broadcast at high definition quality – an approach which greatly increases the “appetite appeal” of the products offered onscreen. “We substitute static images that merely portray the product with video and animation providing a preliminary sensory experience, resulting in tangible sales growth,” says Daniel Benaim, President of UnoLink. “Additionally, VideoMenu influences customers at the moment of acquisition influencing last minute purchase decisions” VideoMenus can be configured to fit one, two, three or more screens controlled by just one “InfoChannel Player” All information is relayed through a single database – making nationwide menu and price adjustments a breeze, and eliminating reprint and



distribution costs, without costly time delays. VideoMenu also offers the flexibility to modify the menus displayed, customizing projections for certain hours, or catering to local tastes – maximizing targeted sales. For example, Cines Unidos displays a special children’s menu selection at matinee times and a different selection after 5:00 p.m. This way, the



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menu always displays the products that are pertinent to each market target.

### About Unolink

UnoLink C.A, a Scala Certified Partner, is the leading dynamic advertising and audiovisual corporate design enterprise in Venezuela. In addition to VideoMenu, UnoLink operates two distinct closed broadcasting circles in hospital waiting rooms (Hospital de Clínicas Caracas y Policlínica Metropolitana), as well as in 16 Cines Unidos lobbies. A commitment to excellence and intimate collaborations with clients have proven UnoLink the leading the ‘on-the-spot’ advertising company in the country.

### About Scala Inc.

Scala, Inc. ([www.scala.com](http://www.scala.com)) is the world’s leading provider of software for digital signage software used in retail, education, entertainment, government and other industries. The company’s cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Burger King, Kiwi, Azizia-Panda Supermarket, McKeeFoods, Muvico, Santiago Airport, RaboBank and Warner Brothers Movie World. Since InfoChannel is proven,

scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from one screen to thousands of screens with uses including advertising displays, touch screens, retail TV, LED billboards, lobby signage, digital menu boards, interactive kiosks, and more. Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, PA with operations in California, the UK, Norway, The Netherlands, China and Japan.

