



Kinepolis modernizes content provision with smart displays from Samsung

A growing number of companies are applying digitization to their services. This includes cinemas, where professional displays can be a valuable addition to the overall customer experience. Cinema chain Kinepolis recently updated its content provisioning system with Samsung Smart Signage Displays and the digital signage Zebrix management system. This allows the organization to provide its visitors with up-to-date information in a more targeted and flexible manner than ever before.

State-of-the-art cinema experience

Kinepolis is an international cinema chain with 108 locations across Europe, Canada and the United States. Over the years, the organization has expanded its services from traditional cinema services to a much more diverse movie and entertainment experience. Kinepolis aims to offer customers the ultimate movie theatre experience by combining state-of-the-art cinema infrastructure with custom offers for various target audiences. This includes being able to share relevant content quickly and easily in and around the cinemas.

The right content at the right time

“Our content provision is very diverse and highly variable,” says Nicolas Hamon, Projection & Sound Competence Center Manager at Kinepolis. “We actively share movie information and trailers, as well as information about product offers in our shops and house rules and opening hours. We aim to show that information at the right time and in the right place. In order to do so without concessions, we had to update our content provision system which had become outdated.”

Tickets	Zaal Start	Film	Vrij
2	19:10	Respect ORIGINELE VERSIE (NEDERLANDSE ONDERTITELING)	57
5	19:15	Mijn Beste Vriendin Anne Frank NEDERLANDSE VERSIE (GEEN ONDERTITELING)	122
4	19:20	Luizenmoeder - De Film NEDERLANDSE VERSIE (GEEN ONDERTITELING)	58
7	19:30	Shang-Chi and the Legend of the Ten Rings ORIGINELE VERSIE (NEDERLANDSE ONDERTITELING)	47
10	19:50	The Father ORIGINELE VERSIE (NEDERLANDSE ONDERTITELING)	21
11	20:00	Dune ORIGINELE VERSIE (NEDERLANDSE ONDERTITELING)	188
8	21:10	Dune ORIGINELE VERSIE (NEDERLANDSE ONDERTITELING)	67
3	21:15	De Veroordeling NEDERLANDSE VERSIE (GEEN ONDERTITELING)	91
9	21:20	Mijn Beste Vriendin Anne Frank NEDERLANDSE VERSIE (GEEN ONDERTITELING)	67
1	21:30	Dune ORIGINELE VERSIE (NEDERLANDSE ONDERTITELING)	100
6	21:40	Shang-Chi and the Legend of the Ten Rings ORIGINELE VERSIE (NEDERLANDSE ONDERTITELING)	163

“This all-in-one solution allows us to share content more flexibly and in real time.”

Nicolas Hamon
Projection & Sound Competence Center Manager, Kinopolis

Modernization through an all-in-one solution

“We wanted to modernize our content provisioning, preferably through an all-in-one solution that allows us to share and adapt content faster,” explains Nicolas. “We called in our digital signage partner Zebrix for this, with whom we have been working for years. They recommended the use of Samsung Smart Signage Displays along with their own digital signage management system.”

Management via the cloud

Zebrix, part of the French group Manganelli, specializes in state-of-the-art digital signage projects for various markets, and is active in over forty countries worldwide. “At Kinopolis, various departments across six countries work with the cloud-based Zebrix software,” says Rolf Besard, Business Development Executive & Partnerships Manager EMEA at Zebrix. “960 screens in total are managed via our software. Each department now can easily upload

and schedule content and create pages and playlists in real time. They can subsequently push this content to any screen they want. The main advantage of the Zebrix solution is that content, creation, reporting and monitoring are integrated in one software package that can be controlled via different user profiles.”

Efficient and easy to use

The Zebrix player software works seamlessly with Samsung’s Tizen-based playerless displays,” said Gregory Sandt, Director of Digital Marketing and Communications at Zebrix. “By using SoC technology, a lot can be saved on investment costs. For example, external media players are no longer needed. End-to-end remote management of the Samsung screens is also integrated within the Zebrix software. This allows you to remotely switch screens on and off, update firmware, request remote views and much more.”

Pushing and customizing content

Kinepolis shares all content via this user-friendly management system. "Content is shared both centrally and locally," Gregory explains. "HQ pushes content, campaigns and movie trailers to the displays. This is supplemented locally with information such as house rules. Sharing personalized content has also become easier, such as special promotions around Valentine's Day and corporate branding for companies that rent our spaces for events. As a result, Kinepolis can continuously provide customers with relevant content."

Custom content in all areas

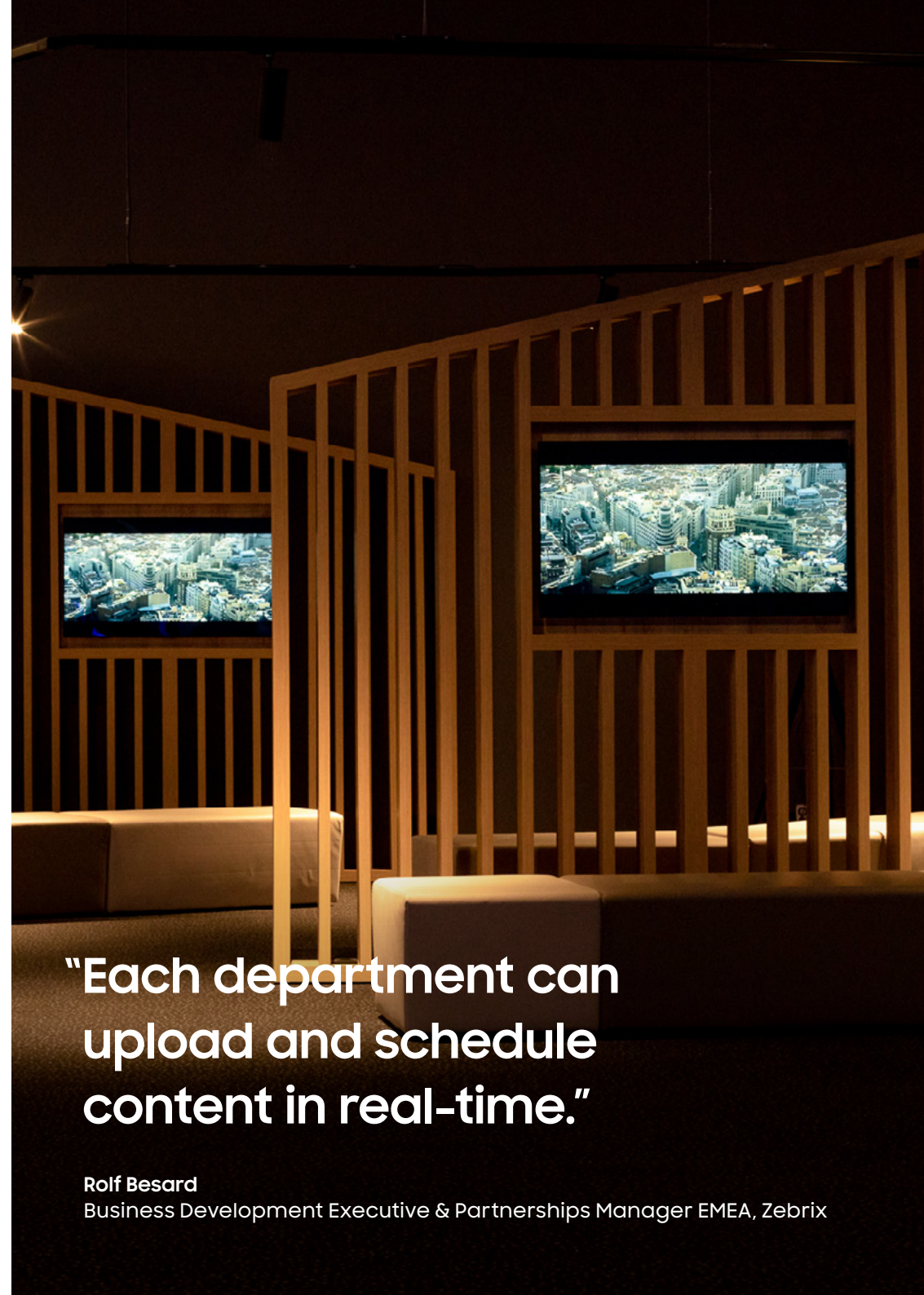
A wide range of Samsung displays are in use at Kinepolis locations. "We were able to choose the right screen size for every location and every purpose," explains Nicolas. "The displays are connected via the network, so they are always online."

Modern display design

"The Samsung displays have a modern design with thin bezels. This contributes to the image of our cinemas, which we feel is very important in environments where experience is key. In case of support requests, we can contact the Zebrix helpdesk 24x7. This provides us with everything we need to be able to share content in an even more customer-oriented way."

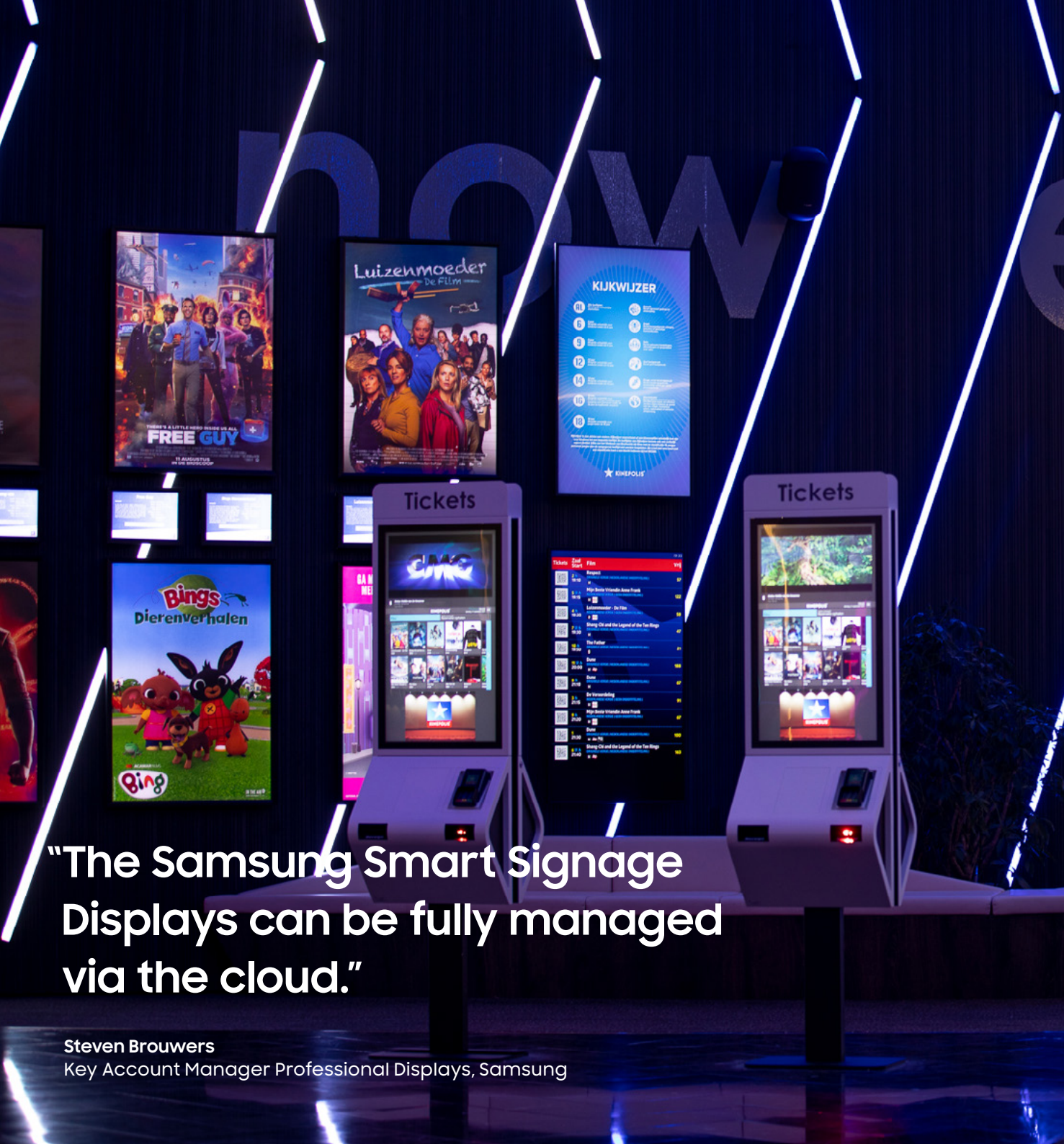
Innovation based on global collaboration

The collaboration between Kinepolis, Zebrix and Samsung is a logical one. Nicolas: "As a global organisation, we prefer to work with global players. They know the market and our needs. This ensures intensive cooperation, in which we are also really involved in product development. As a result, the user-friendly Zebrix management system can be integrated easily in the Samsung displays."



"Each department can upload and schedule content in real-time."

Rolf Besard
Business Development Executive & Partnerships Manager EMEA, Zebrix



“The Samsung Smart Signage Displays can be fully managed via the cloud.”

Steven Brouwers
Key Account Manager Professional Displays, Samsung

Sustainable choice

The new solution not only makes content provision more efficient, but also more sustainable. “Our professional displays are very energy efficient,” says Steven Brouwers, Key Account Manager Professional Displays at Samsung. “Thanks to the SoC technology incorporated into the Samsung displays, the integration is a matter of plug & play. With the remote management capabilities, hardware and content can be managed remotely. As a result, the number of manual interventions is reduced to a minimum. Kinopolis thus reduces its ecological footprint.”

Successful implementation

With the new solution, Kinopolis can provide visitors with up-to-date content even better. “We no longer have the hassle of having to connect all kinds of peripheral equipment. Instead, we work with one user-friendly and modern system with more options than ever. As a result, we have really been able to strengthen our services and customer experience, which is exactly what we wanted”, Nicolas concludes.