



Putting cinema at your fingertips.

Product Overview

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TABLE OF CONTENTS

MAX-PLUS CINEMA SYSTEM	4
MAX-PLUS CINEMA SYSTEM FUNCTIONAL OVERVIEW	5
MAX-PLUS CINEMA IS DESIGNED TO MEET THE FOLLOWING OBJECTIVES:	5
FEATURES OF MAX-PLUS CINEMA INCLUDE:.....	6
LIST OF MODULES UNDER THE MAX-PLUS CINEMA SYSTEM.....	7
ADVERTISMENT COPY ALLOCATION	8
ADVERTISING COPY ALLOCATION	9
CINEMA REGISTRATION	10
FILM PROPOSAL ASSISTANT	11
FILM SCHEDULE	13
MOVIE SCHEDULE	14
PROPOSAL AND ORDERS	15
SLIDE PROPOSAL ASSISTANT.....	17
SLIDE SCHEDULE.....	18
INDEX	ERROR! BOOKMARK NOT DEFINED.


MAX-PLUS CINEMA SYSTEM

In the competitive world of cinema advertising, you need the right tool to get information on time with minimum fuss.

Technical Software Services designed the **Max-Plus Cinema** system to meet the specific needs of cinema advertisers.

Max-Plus Cinema is a state-of-the-art Windows-based administration, advertising and sales inventory management system developed here in Australia.

The key to success in today's economic climate is cost rationalism and productivity.

 The key to these is **Max-Plus Cinema**.

In a fragmented market, you need the partnership of a software supplier who understands both media and advertising agencies. Technical Software Services is the only substantial Australian-owned company specialising exclusively with the Media Industry.

Technical Software Services designs, develops, markets and supports advanced software products for media industries throughout Australasia and indeed, the world.

Over 60% of the Australian media uses some part of the **Max-Plus** software suite and seventy five agency customers transact over 2 billion dollars worth of business annually through the **Max-Plus** system.

Max-Plus Cinema combines the benefits of functionality and media experience. Please take the time to review the accompanying list of features as we are sure you will find them interesting.

MAX-PLUS CINEMA SYSTEM FUNCTIONAL OVERVIEW

MAX-PLUS CINEMA IS DESIGNED TO MEET THE FOLLOWING OBJECTIVES:

- To provide **vendors** and **agencies** alike with a unique vehicle for the **marketing** and **management** of cinema advertising.
- To provide the **key component** in the flow of business information between **advertising agencies** and the **media**.
- To provide **everything** needed for successful cinema advertising - **film and slide management, sales optimisation** and **revenue management, contract management** through to **creative instruction** for **both clients and cinemas**.
- To provide executives and staff with **information** and **selling tools** to better serve **advertisers** and **agencies**.
- To **increase** user productivity.
- To **increase** customer perception and **minimise** the response call to the client.
- To collect **bookings** for various advertising campaigns, accept **modifications** and **cancellations**, ensure all **time critical constraints** are met and offer executives a **flexible reporting** facility.
- To provide a real time, **Windows** based, **multimedia, scheduling, advertising management** and **reporting** system.
- To provide executives and all advertising staff with **information** and **selling tools** to better serve Advertisers, Agencies and the Production process.
- To provide a technologically **open system** not locked into specific hardware or software and to maximise a PC user base.
- To provide information from a high performance industry standard **relational database** model and utilise **client server** architecture.
- To provide a **cost effective** system to meet current requirements. The system must be **flexible** to enhance future needs.
- To **increase user productivity** through the provision and use of better **management tools** via ad hoc queries to any part of the database.
- To provide all **production information** from the one source.
- To provide an **object oriented system** to run under the chosen **Windows** platform.

FEATURES OF MAX-PLUS CINEMA INCLUDE:

Client Control

Advertiser and agency links are kept to track account movements.

Client Service

Advertisers receive **better service** because material and production data give traffic staff **control** over where jobs are in the production cycle.

Market awareness

Brand information is maintained to facilitate competitive reporting.

Profit maximisation

Quotes, costing and **space order control** enable more efficient and effective client service.

Revenue control

The system reports on bookings compared to budgets and progressively **forecast** edition and annual results.

LIST OF MODULES UNDER THE MAX-PLUS CINEMA SYSTEM

 In Alphabetical Order

Advertisement Copy Allocation

Advertising Copy Allocation

Cinema Registration

Film Proposal Assistant

Film Schedule

Movie Schedule

Proposal and Orders








Slide Proposal Assistant

Slide Schedule





ADVERTISEMENT COPY ALLOCATION

This module has been designed to simplify the task of tracking each piece of advertising copy, be it Film or Slide, that comes into the vendors office.

Information on this screen includes:

-  Name of Client
-  Name of campaign
-  Film name
-  Duration of film
-  Date copy arrived
-  Print total
-  No of spare prints that remain in each campaign





This screen is designed to enable you to:

-  Sort campaigns
-  View or update the transferral of ads to the individual cinemas.
-  Add new advertisements to a campaign.
-  Update any changes made to this advertisement.




ADVERTISING COPY ALLOCATION

This module has been designed to provide an effective way to track the transfer of advertising copy to each individual cinema.

Information on this screen includes:

-  Film name
-  Cinema
-  No of prints
-  Date out






This screen is designed to enable you to:

-  Update transfers of advertisements sent to cinemas
-  Select cinemas that have been sent advertisements
-  View the number of prints issued




CINEMA REGISTRATION

This module has been designed to assist your company in maintaining information on the location and market to which each cinema belongs. Included is the current status and the branch responsible for each cinema. Screen level registration maintains suggested film & slide screening counts, the type of screen and its seating capacity.

Information on this screen includes:

-  The relationships between exhibitors, cinemas and screens.
-  Exhibitor, cinema and screen details including name, address and contact information.
-  All agreement details between the vendor and each Exhibitor
-  The current status of each cinema.
-  Screening limits imposed by the cinemas.

This screen is designed to enable you to:

-  Register all details of exhibitors, cinemas and screens.
-  Register / update details for cinema agreements.
-  Update all contact information for exhibitors and cinemas.




FILM PROPOSAL ASSISTANT

This module has been designed so that creating a film proposal for a client is an easy two step process. This module also provides you with the power to allocate screenings throughout your selected cinemas and campaign periods.

Information on this screen includes:



Screen One

-  The market / location of each cinema.
-  Zones established for the locations of cinemas.
-  Lists of cinemas included in each campaign schedule.

The first screen has been designed to enable you to:



Select a market to display a list of cinemas.



Add or remove any cinemas from the schedule at any time.



Select zones displaying those belonging cinemas.







Once selection of the required cinemas has taken place the ability to move onto the scheduling screen.

Film Proposal Assistant (cont'd)






Screen Two.

Information on this screen includes:

-  Campaign name for the client
-  The number of screenings for this campaign.
-  Cells containing the required number of screenings for the specified date.
-  Ability to switch between first and second screens.





This screen enables you to:

-  Monitor the screens you allocate and provide warnings if you exceed the recommended screening count.
-  Allocation of either bonus or normal rate screenings.
-  Prior to screening, amendments can be made to the cinema list or campaign period.



FILM SCHEDULE

This module has been designed so that an advertising campaign can be scheduled throughout the cinema selection. A film schedule exists for each Thursday week commencing. Selecting a new date will provide that weeks schedule (if it exists) and a list of current campaigns. The movie schedule that appears for the selected date is created via the movie schedule module.

Information on this screen includes:

-  The allocated column in the campaign list which represents the number of screenings still to be scheduled this week.
-  The balance column which represents the total number of screenings left for the campaign.
-  Clicking on a campaign item provides you with an instant snapshot of the locations and screenings previously booked.
-  Search facilities enables you to view the locations of a particular movie and view the locations of an individual campaign.





This module has been designed to enable you to:

-  Establish a campaign by simply dragging a campaign onto the appropriate movie.
-  To easily re-arrange a particular schedule according to campaign position requirements.




MOVIE SCHEDULE

This module has been designed for the ease in creating a movie programme for each cinema screen.

Information on this screen includes:

-  Week commencing date for each programme.
-  Scheduling window for cinemas
-  Movie search facility
-  Movie name, type, rating and demographic details.










This screen is designed to enable you to:

-  Select a new date providing that weeks' movie schedule and current movie screenings.
-  Create a movie programming list, simply by dragging a movie onto the appropriate screen. A combination of movies may exist for an individual screen.
-  Copy an existing movie schedule by selecting the following week commencing date.

PROPOSAL AND ORDERS

This module has been created for the ease of creating a proposal for a particular client and campaign. The proposal medium can either be film or slide.

Information on this screen includes:

-  Agency's client name (for agency proposal)
-  Campaign type
-  Order Number
-  Client Name
-  Starting date of campaign
-  End date of campaign
-  Proposed screening count
-  Proposed cost of campaign
-  Status of the campaign (proposal or confirmed order).

Proposal and Orders (Cont'd)

This screen is designed to enable you to:



Obtain the key details of a proposal that are the clients campaign name and the campaigns start & end dates.



Retrieve all film (agency) and slide (direct) campaigns for the selected client.



View by visual representation the campaign type and whether a schedule has been created for that campaign.



Allocate details including staff member, order number, advertiser in the case of an agency and any special instructions for each campaign. Preferred position may be requested for a particular campaign.

SLIDE PROPOSAL ASSISTANT

This module has been designed so that creating a slide proposal for a client is an easy two step process.

Initially cinemas are selected to screen in. This is broken down by market / location. On selecting a location, a new list of cinemas for each location will be displayed.

The following screen provides you with the power to allocate screenings throughout your selected cinemas and campaign periods. The assistant will also inform you of the existing screening counts for a particular screen and month.

This module has been designed to enable you to:



Click on one of these counts which enables you to view every client and campaign currently scheduled. Also included is the number of screenings for each campaign.



The Slide Proposal Assistant monitors the screens you allocate and will warn you if you exceed the recommended screening count.



Particular screenings can be allocated as either bonus or normal rate screenings.






Amendments to the cinema list or campaign period can be made at any time.

SLIDE SCHEDULE



This module has been created for the ease of adjusting the order of slides.

Selecting a particular month will list all cinema screens and their attached slide schedules. The position of a particular slide can be changed within each screen.

Information on this screen includes:

-  Week commencing date.
-  The exhibitor / cinema / screen relationships.
-  The slides scheduled to a particular screen.

This screen is designed to enable you to:

-  Select a new date providing that weeks' slide schedule.
-  Amend the slide programming list by using the arrow keys.