

# CASE STUDY

## Scalable, Flexible Digital Content Delivery Makes Popstar Networks the Ideal Co-Star for Cinema Scene Marketing

### OVERVIEW

Cinema Scene Marketing, one of the nation's leading providers of in-lobby media and promotions, uses Popstar Networks to provide digital signage software and digital media services in support of Cinema Scene's growing Lobby Digital Media Network – currently boasting more than 600 displays in more than 200 theater locations nationwide.

Cinema Scene draws on Popstar Networks' extensive expertise and proven successes in digital signage solutions to provide dynamic in-theater marketing, through high-definition motion picture trailers, product information, targeted messages, and interactive experiences to moviegoers before and after the show.

### THE PROBLEM

Cinema Scene was looking to launch a Digital Media Network, featuring a new flagship product – TrailerVision™, combining elements of a static movie poster with digital technology to stream movie trailers and advertisements in potentially hundreds of theater lobbies.

Through their due diligence efforts, Cinema Scene quickly saw the need for a digital signage software solution that could:

- Scale to the needs of hundreds of locations, potentially thousands of screens
- Support a nationwide network with a variety of location, monitoring, and integration needs
- Easily be managed by a small team
- Reliably deliver bandwidth-intensive HD-quality multimedia content.

Most importantly, Cinema Scene saw the need for working with the right software partner to help design and implement a complete solution.

***“Popstar Networks has a deep understanding of rich media content design and network delivery, and consistently executes innovative, scalable solutions.”***

*-Joe Ross, Managing Principal, Cinema Scene*



TrailerVision™ Installation

## THE SOLUTION

The Popstar Networks team worked closely with Cinema Scene to fully assess the unique technical and operational challenges of this extensive rich-media network, and then recommend and implement solutions supporting Cinema Scene's aggressive growth plans.

During the project, the Popstar Networks team:

- Recommended hardware and kiosk specifications, network connectivity, and integration for wired and wireless networks
- Re-engineered content specifications to reduce file sizes, while maintaining high-quality content – saving 2/3 of required bandwidth
- Integrated with other third party hardware and software, providing a single point of management for all devices and applications
- Detailed the end-to-end development of a SaaS-based digital signage software platform, networking services, hardware design, and high-quality digital content.

More specifically, the Popstar Networks digital signage software solution was designed to:

- Provide network-wide digital content management through a single interface
- Proactively deliver network support through advanced intelligence with random network scans to individual kiosks, identifying any potential issues
- Enable management of nationwide network backbone through a single console
- Deliver needed metrics through detailed data logs – reporting playtime statistics to advertisers and sponsors.

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## THE RESULTS

Using a combination of Popstar Networks' digital signage software and services, the company successfully delivered a complete digital marketing solution for Cinema Scene comprising of up to five different digital formats at a single location, including: passive, 3D, semi-holographic projection, touchscreens and digital menu boards for concessions.

Popstar Networks' solutions for Cinema Scene have effectively scaled from 17 theaters initially to more than 200 theaters today with more than 600 TrailerVision displays – with more in the pipeline.

Cinema Scene is now distributing more than eight terabytes of media-rich data annually from a single central location. Moreover, the effectiveness of Cinema Scene's Digital Media Network has opened doors to new opportunities to provide other in-theater promotional support.

***“Major Hollywood studios and corporations of all types rely on Cinema Scene to reach and interact with consumers every day through our digital signage network. Popstar Networks' digital signage software and services gives us confidence in our continued growth.”***

*-Joe Ross, Managing Principal, Cinema Scene*

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## ABOUT

[Cinema Scene Marketing](http://www.cinemasce marketing.com) ([www.cinemasce marketing.com](http://www.cinemasce marketing.com)) is an industry leader in driving theatrical promotions for major studios and corporate sponsors. Cinema Scene's in-lobby promotions generate memorable brand exchanges with highly-desirable entertainment consumers. The Cinema Scene Digital Media Network provides advertisers the opportunity to entertain movie audiences via next-generation media platforms in an organized network of cinemas covering key U.S. markets.

[Popstar Networks](http://www.popstarnetworks.com), ([www.popstarnetworks.com](http://www.popstarnetworks.com)) delivers advanced digital signage solutions that extend the power of traditional and digital marketing and merchandising programs on-site or in-store to help you achieve more – more customer satisfaction, more control, more flexibility, and more results from your digital signage network. Popstar Networks' innovative solutions give you complete control to centrally manage rich content across multiple locations, easily integrate passive and interactive displays, and wirelessly network dozens or thousands of locations. For more information about Popstar Networks' digital signage solutions, visit our website at [www.popstarnetworks.com](http://www.popstarnetworks.com) or call us at 913.747.6300.



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