



## Our video surveillance solutions are a main attraction for theaters.

With the surge in digital movie releases by major movie distributors, 4K digital cinema is here to stay. To meet this rapidly growing demand and remain competitive, theater owners must be prepared to make the digital conversion, and no company is more qualified to help make that digital leap than Sony—the pioneer in 4K technology. Sony 4K projectors have been chosen to thrill audiences at over 14,000 screens and counting.

In addition to digital cinema 4K projection systems, we offer a whole arsenal of tools—including analog, IP network, and

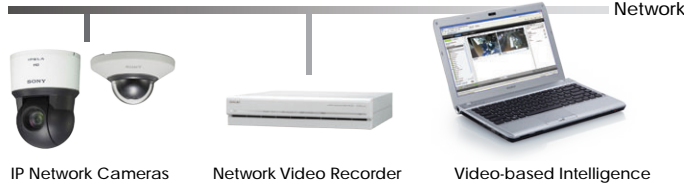
hybrid video surveillance solutions—that can help theatre managers keep an eye on what's happening and streamline operations.

After more than 20 years in the surveillance industry, Sony is uniquely qualified to bring video surveillance to movie theaters. Sony's cutting edge lineup of high performance analog and IP cameras, and innovative recording solutions provide superb operational features and high-resolution video quality for use in the concession, box office, and lobby to meet the needs of exhibitors of all sizes.

## Your digital transformation begins with Sony.

As exhibitors make the overall transition from analog to digital technology, they can easily transition their video surveillance from analog/CCTV systems to IP video solutions. Whether migrating from analog to IP, to a hybrid system, or to a full IP-based system, Sony can be there every step of the way to help facilitate the conversion.

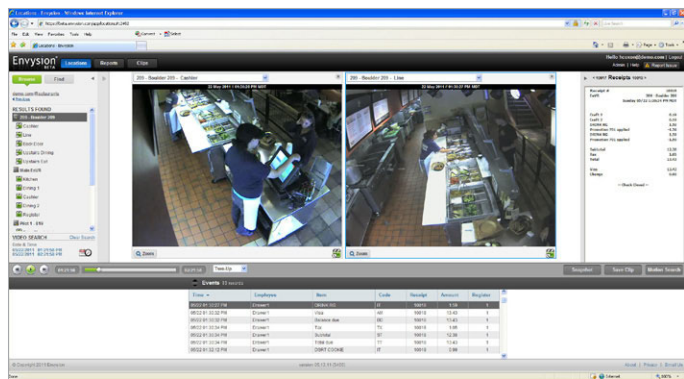
### 100% Digital IP Network Application



Video surveillance using Sony's IP solution offers an abundance of benefits for theaters. It is cost effective, because it uses the existing network infrastructure and existing analog products with the addition of encoders; it's easy to use and set up; it easily integrates with other physical security devices, such as remote locks or card access control; and it allows remote management from any location.

## Surveillance and beyond: Sony and Envysion have partnered to optimize cinema operations.

Sony has combined its high-resolution IP cameras and video analytics with Envysion's best-in-class MVaaS (Managed Video as a Service) solution to transform video surveillance from a niche security application into a strategic management tool. Sony's advanced IP video security products integrated with the instant and unfiltered business insights delivered through Envysion's MVaaS application can help theater operators identify new loss prevention measures which can in turn lead to profit maximization.



## Drive results in every area of the theater with video.

Envysion, the leader in MVaaS, puts easy-to-use, video-based intelligence into the hands of thousands of users to deliver material impact across the organization.

- ▶ **Loss Prevention:**
  - Identify fraudulent ticket returns, discounts and voids
  - Lower concession costs by reducing shrinkage
  - Increase the productivity of loss prevention personnel
- ▶ **Operations:**
  - Increase concession gross profits
  - Ensure an accurate mix of regular and discount tickets
  - Optimize staffing levels and productivity
- ▶ **Marketing and Brand:**
  - Gain visibility to your customers
  - Evaluate effectiveness of promotions
  - Enhance customer experience
  - Ensure brand consistency
- ▶ **Training and HR:**
  - Identify and share best practices
  - Detect training issues
  - Increase span of control
  - Ensure compliance with company policies and procedures
- ▶ **Security, Safety and Risk:**
  - Create and promote a secure theater
  - Limit loss from unfounded liability claims
  - Verify adherence to regulations

## IP video surveillance is just part of the big picture.



Converting to digital technology offers a wealth of opportunities for theaters, not just in higher resolution images and advanced 3D movie experiences, but with crucial applications such as managed IP video surveillance. As a full-service digital cinema provider, Sony can help streamline your theater's operation, from the box office to the concession and beyond.

Go to [sony.com/digitalcinema](http://sony.com/digitalcinema) and register to set up a meeting with a Sony representative to learn more.

Sony Electronics Inc.  
Digital Cinema Solutions  
6080 Center Drive  
Los Angeles, CA 90045  
[sony.com/digitalcinema](http://sony.com/digitalcinema)

Sony Digital Cinema 4K

© 2011 Sony Electronics Inc. All rights reserved. Reproduction in part or in whole without written permission is prohibited. Sony, "make.believe", Sony Digital Cinema, Sony Digital Cinema 4K and their respective logos are trademarks of Sony.