

ENVYSION CASE STUDY

Cinemark USA, Inc. Drives Operations and Profitability Improvements with Envysion Insight



Cinemark USA, Inc.

- Leader in the motion picture exhibition industry
- Operates locations primarily under Century Theatres®, CinéArts® and Tinseltown brands
- 430 theaters and 4,945 screens in the United States and Latin America

Key Video Requirements

- Proven results and ROI
- Ease of use and scalability for rapid company-wide adoption
- Integration with existing POS and cameras
- Robust exception reporting and alerting

Through use of Envysion Insight, Cinemark realized average cash increases in the thousands of dollars per month per theater.

Cinemark's Challenge

Although Cinemark had deployed traditional DVR-based surveillance systems at a number of its theaters, use of video was restricted to a limited set of on-site personnel. These employees only used video reactively after a known incident



had occurred. Cinemark saw an opportunity to proactively use video to recapture lost revenue by combining video with business intelligence and making video insight available across the organization.

Managed Video as a Service (MVaaS) Solution

Cinemark engaged Envysion in a pilot, and Envysion helped the Cinemark team to develop a robust set of exception reports that when tied to video highlighted suspicious transactions and employee activities indicative of fraud. By leveraging Envysion Insight, a scalable managed video solution, Cinemark was able to rapidly expand video usage to loss prevention and operations staff throughout the company. This broader user base was able to ensure a more accurate mix of movie ticket sales, higher ticket revenue, decreased refunds and an increase in concession profits. By making these improvements Cinemark saw average cash increases in the thousands of dollars per month per theater. Profit improvement at pilot sites provided a significant return on investment and a payback period of less than six months, and Cinemark continues to increase its deployment Envysion as its managed video surveillance provider.

See the resultsSM — Envysion Insight

- Decreased amount of ticket refunds
- Increased gross profit from concessions
- Increased percentage of adult tickets
- Expanded use of video to loss prevention and operations

Envysion[®]
See the resultsSM