VISTA RELEASE 5.0.9

Foreword

Relieved, Excited, and Ready – that's how we feel every time we learn one of your cinemas is reopening its door again.

Relieved and Excited, of course, because each reopening is a positive sign towards the recovery of our industry. We also feel Ready, because over the past year we've invested all our efforts towards empowering you to better operate in this new world and provide the best moviegoing experiences. This 5.09 Release is no exception: significant enhancements to existing modules and new strategic solutions have been designed for you to come back strong.

Explore new revenue opportunities. Enable your staff to sell items anywhere inside and outside the cinema with our brand-new product, Rove, and monetise the most prominent movie spots on your website using our latest CXM – Customer Experience Manager – enhancement.

Improve your operational efficiency. We've added many smart features to Cinema Manager so that running your cinema becomes an easier and smoother task. We've also enhanced Horizon with Film Hire data to help you gain deeper insights and make fast, well-informed decisions.

Partnering with cinemas from around the world helps us identify what can create a real impact for you all. The results of such collaborations include seat-first ordering on POS, which puts the customer experience front and centre, and Promo-Payment Engine that ensures you pay the correct tax and film hire when moviegoers use Loyalty points or discounted gift cards.

As always, we're here for you, so please get in touch with your Account Manager should you have any questions or feedback about this Release. These are no ordinary times, and we're grateful for your ongoing trust and support.

Mark Pattie, VP of Product.

At a glance

We're delighted to share the highlights from our ninth major release of Vista 5.0.

For more information, contact your Account Manager or read our Release Notes on the Vista Services site.

Mobile

Support for tips

Increase the number of tips for your staff with Mobile! When concessions are added to a booking, moviegoers are now prompted for a tip. There are three percentage options, a custom-amount option, or No tip.

CXM

Film-override experiences

Leverage new advertising opportunities for your cinema! CXM (Customer Experience Manager) – our solution to create customised moviegoer experiences across your digital sales channels – now allows you to override an experience and place films in particular positions in your website's film list. You can also mark these films as sponsored. This enables you to promote specific films for distributors for a specified date range.

Good to know

- Overrides will apply to all audience segments (Loyalty members and non-members) and whether the experience is Movio Propensity, Curated List, or the default ordered list
- Promoted films won't be repeated further down in the list
- You can create overrides for date ranges in the future.

Compatible with the new Vista Digital technology, CXM enables you to provide personalised and impactful experiences across your digital sales channels. To learn more, contact your Account Manager.
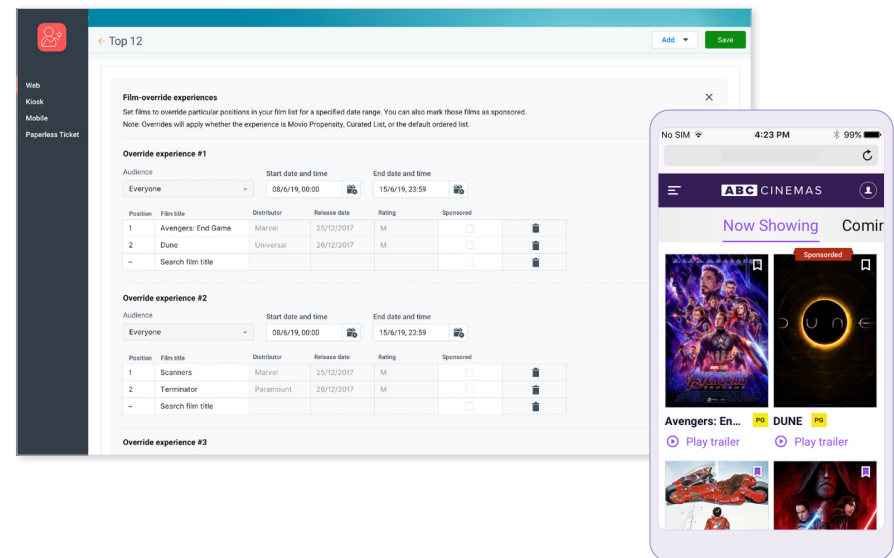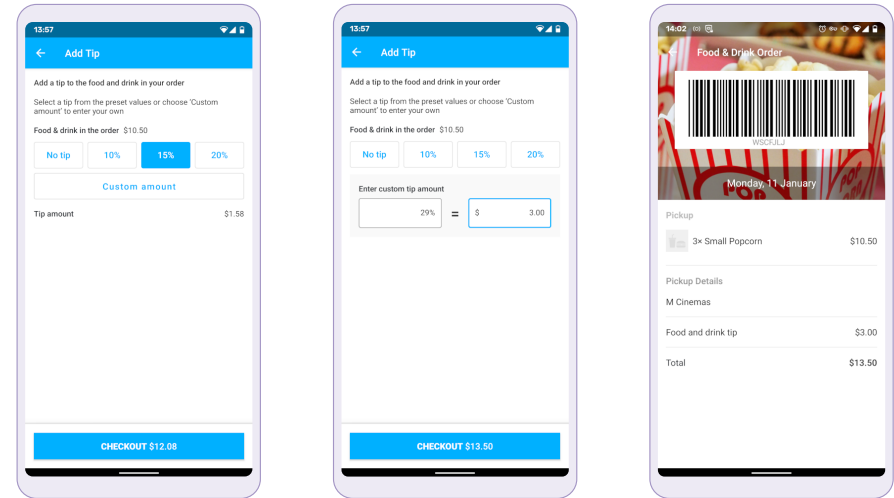
Living Ticket

New look and feel

We've enhanced our electronic tickets' aesthetic to ensure your customers have the smoothest possible cinema experience. Use your phone to scan the QR code and play with these new elements:

- A customisable scan button with your colours
- Blurring the background of the image behind the QR code
- The film's end time
- A link to a map if your cinema provides site location details
- Exciting new transitions and animations

E-receipts

Streamline moviegoer communication by enabling e-receipts in the Living Ticket! Receipt information, including a breakdown of the order and a transaction ID can now be attached to emails containing a Living Ticket.

If a moviegoer originally received their ticket via SMS or if the initial email was lost, this email can be resent at any time by clicking the button on the ticket itself. Try this feature yourself using a phone to scan the QR code.

Documentation

See the Living Ticket Feature Guide for details on how to set up e-receipts.
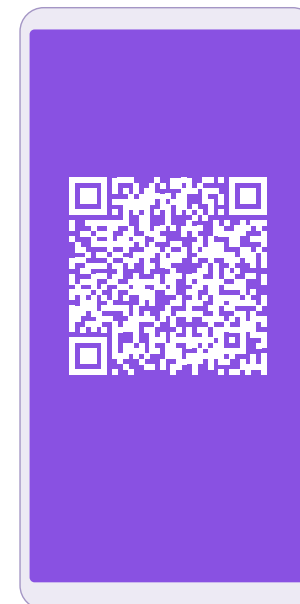
**Put yourself in the moviegoer' shoes!
Use your smartphone to scan the code
and receive a Living Ticket and e-receipt.**

♡ Loyalty

Improved member personal data auditing

We've improved our auditing so it's easier to track access to Loyalty member personal data. With this enhancement, we're logging more types of read and write access to member data in the Vista Loyalty database, including the client making the request and the data being read or updated. This level of auditing should help you monitor who is accessing information on your Loyalty members, and help you comply with your local privacy regulations.

Good to know

- Automatically enabled for Loyalty 5.0.9.1 and later
- Requires Service Framework 5.0.9.

Documentation

For more information on personal-data management in Vista, see the Data Privacy Feature Guide.

♡ Subscriptions

Greater flexibility for recurring subscription billing

We've increased the flexibility of recurring subscriptions, giving you more ways to bill your customers. Now you can create recurring subscriptions with billing terms of 1,2,3,4,6, or 12 months. These billing terms could be used to offer discounts to customers (a lower monthly payment for longer billing terms) or to simply give them more options to meet their preferences.

Good to know

You can set up as many, or as few, billing terms as you want. For example, you could offer an annual one-off subscription and a one-month recurring subscription, or you could offer, 1, 3, and 6 month recurring subscriptions.

All of your billing per terms will adhere to a subscription's **Minimum subscription term** and **Minimum time required before changing subscription**.

Self-cancellation

We've added the ability for subscribers to cancel recurring subscriptions themselves. No more taking up your staff's time for straightforward cancellations — your subscribers just need to click a button on your website, Vista's Subscription portal.

Good to know

- You control whether customers can use self-cancellations. Self-cancellations are enabled or disabled inside Loyalty
- Subscribers won't be able to end subscriptions prematurely – they'll always need to pay their minimum subscription term
- Staff can cancel Subscriptions at any time through Loyalty Manager.

Point of Sale

Seat–first ordering arrives for POS

Empower your POS operators to provide the best customer service! The new POS seat-first ordering mode allows entering the order in parallel with the natural course of the moviegoer conversation and choosing either the best seats or the right ticket types first.

Good to know

Seat-first ordering lets your POS operators refund tickets using the seat map as well. That's especially useful for refunding tickets purchased through third parties – the third party tells you the session and seat number, then your POS operator picks that seat and starts the refund.

Documentation

For more information, see the 509 Vista Cinema User Guide.

Cinema Manager

Do more in Cinema Manager

Cinema Manager has received the biggest expansion to its functionality since it was created: 15 new pages for you to create and maintain data in. That means less time switching between Back Office and Cinema Manager and more time keeping your site running smoothly in a modern, easy to use application that you can access from almost any device.

Good to know

Cinema Manager's new pages are:

Films
- Actors and directors
- Censor ratings
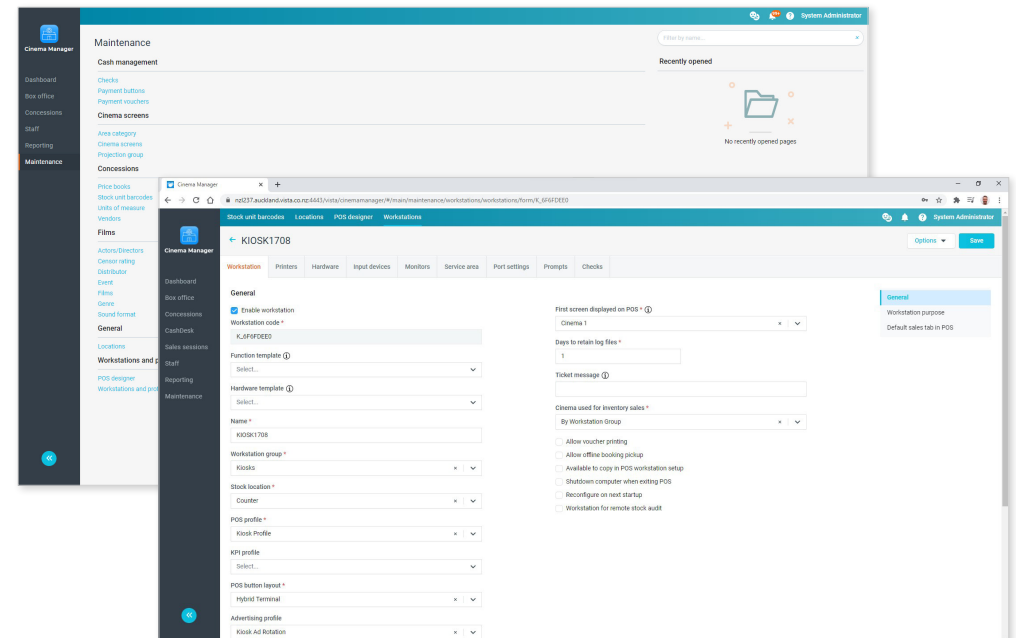- Distributors
- Events
- Films
- Genres
- Sound formats

Screens
- Area categories
- Projection groups
- Screens

Cashier management
- Checks
- Payment buttons
- Payment vouchers

Concessions
- Vendors
- Price books

Documentation

Each page has help material that you can view in Cinema Manager.

If you can't find what you need to know in Cinema Manager, try the 5.0.9 Vista Cinema User Guide.

Report scheduling

Let Vista run your reports, so you don't have to. Cinema Manager's new functionality allows you to schedule reports to run, download, and be emailed automatically, saving you time and ensuring you'll never forget to run reports again. This also presents simple, more accessible opportunities to run reports in the middle of the night, when you can guarantee no sales are occurring.

A new icon on the Reports page allows you to quickly see which reports are scheduled to run, and you can hover your mouse over them to see when the next scheduled run time is. Watch the demo video we've created for more details.

Good to know

The **Vista Task Scheduler** application must be running to execute the scheduled reports.
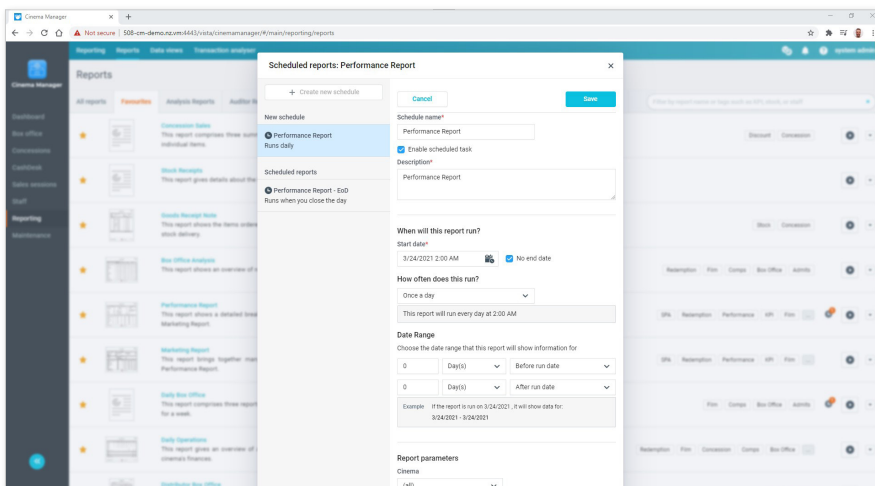
Alert enhancements

We've made some key changes to alerts in Cinema Manager to enable a smoother workflow, while also making some aesthetic improvements along the way.

When certain alerts pop up, they now include a button to take you straight to the relevant page where you can take any necessary action. If you don't do this right away, you can access the button later from the **Alerts** tray.

In the **Alerts** tray, you can now filter alerts based on their type to see only the ones that are relevant to you. Alerts are also grouped logically, relative to when they occurred; either today, yesterday, or older.

If you want to clear any pesky backlogs quickly, you can now dismiss alerts, either one at a time, or all alerts for a given day. This also works with any filters you've set, so you can easily remove all alerts of a specific type.
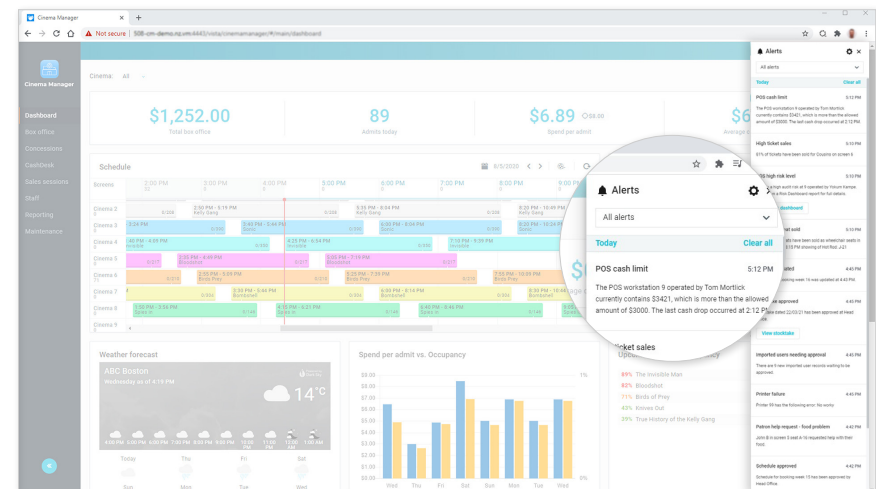
Resetting passwords

Cinema Manager users can now update their expired passwords easily from the browser during the sign-in process, without using Back Office.

Good to know

If your password is due to be updated soon, reminders will display when you log into Cinema Manager, giving you the option to update it early.

If you have set up two-factor authentication, we've incorporated this into password updates as well! Keep your mobile device handy for a quick extra step to increase your security.
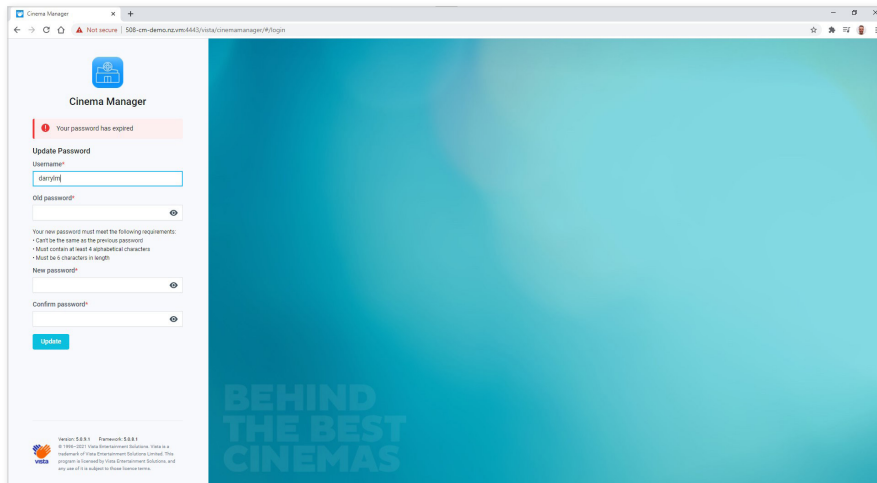
Stocktake enhancements

We've made several enhancements to the stocktake count process to make entering counts easier and faster.

The stocktake grid has been refined to resemble the Stocktake sheet printout, making it more intuitive and speeding up your workflow. For each item at a given stock location, you can now enter values for different count locations, such as top shelf or bottom shelf. You can also enter different stock units, which are automatically added to a total count for the item.

Good to know

Different count locations and stock units are also available when doing your stocktake in tablet mode.
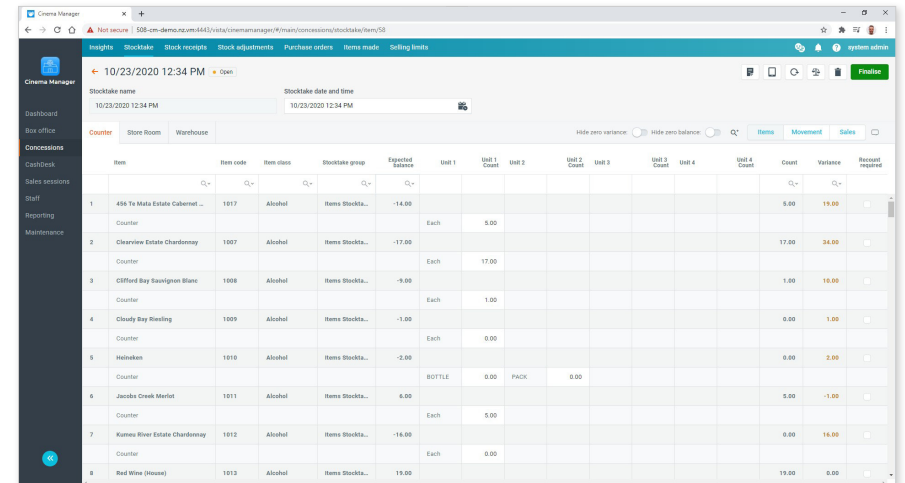
Miscellaneous expense deposits

You can now include miscellaneous expenses when entering your deposit details. Enter the expense in a familiar Cinema Manager grid and continue with your deposit process as usual.

This functionality was previously available in the CashDesk desktop app, but we've integrated it into Cinema Manager to continue providing a convenient solution for all your cinema needs in a user-friendly web app.
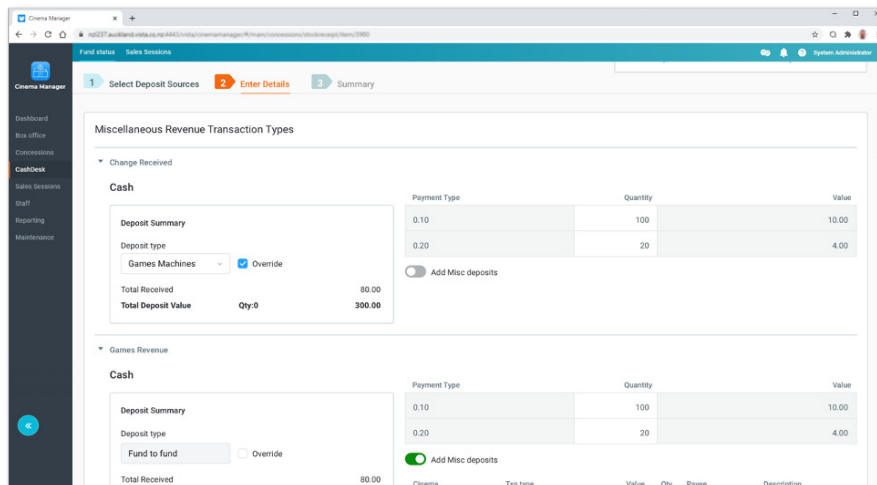
Duplicating users

You can now create users quicker and easier than ever using the new **Duplicate** button at the top of the **Users** page.

This replicates all the settings of the previously selected user: no need to remember how you set up your users in the past and spend time configuring them anymore!
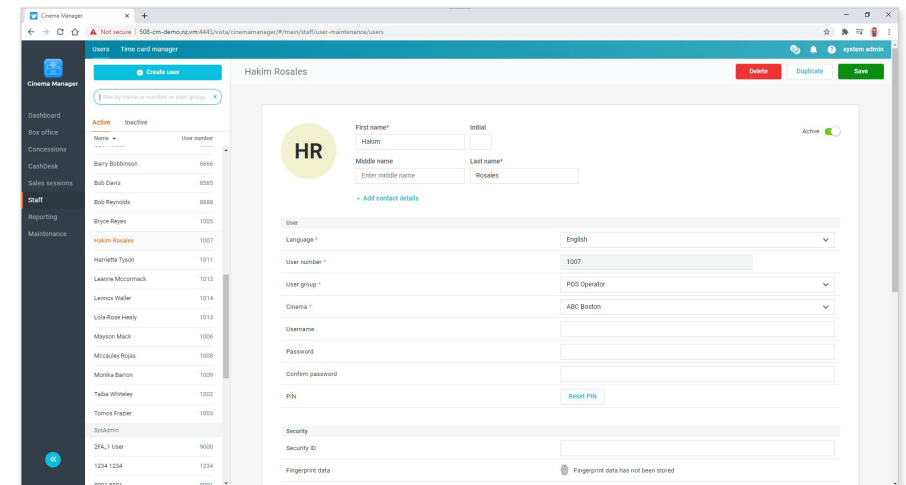
Documentation: Looking for more information on any of these new features? Please refer to the several help articles within the Cinema Manager application.

Rove

Introducing Rove!

Take your point of sale to the people! Rove is the mobile point-of-sale app to get your team proactively engaging with moviegoers throughout the cinema and beyond. Take that extra step for a stellar customer service and maximise your sales opportunities by:

- Queue busting and taking orders from moviegoers in your foyer
- Gaining extra revenue from a coffee or ice-cream cart outside your cinema
- Selling vouchers and gift cards in a mall

Compared with a traditional, stationary POS workstation, Rove is ideal for quick item sales, it can be used anywhere (Wi-Fi or 4G) and runs on affordable hardware, including all-in-one payment devices like Verifone Carbon Mobile 5.

Good to know

Rove supports deals, food & beverage, Loyalty transactions, vouchers, gift cards, and EMV payments.
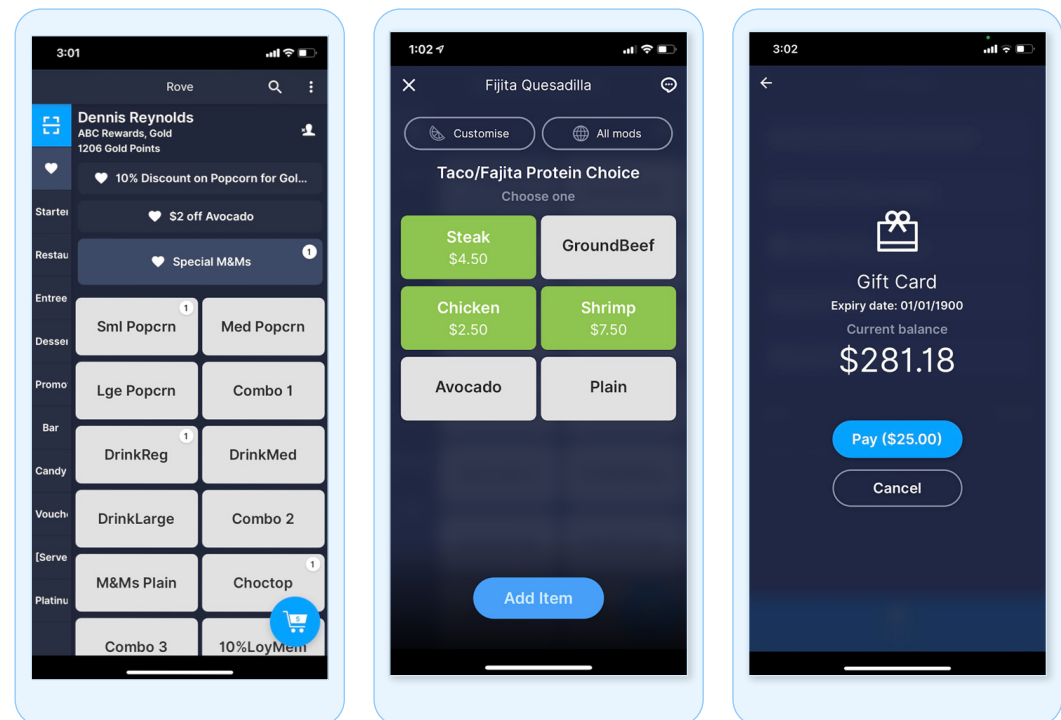
Horizon

## Deeper insights into your Film Hire data

Your Film Hire data can now be analysed in Horizon and included on dashboards and reports.

Report on the Contracts and Distribution Terms assigned to each session to ensure your film hire calculations and invoices are accurate.

You can create visualisations on your Film Hire accruals and invoices over time, summarised by contract, film, distributor, site, and more. Horizon's powerful analytics capabilities allow you to combine Film Hire data with information on the associated sessions and transactions. This can grant you deeper insights into your box office performance, such as film profitability.

Good to know

Due to the potential for Film Hire and contract data to be commercially sensitive, we do not enable it in Horizon by default. Speak to your Account Manager if you want to enable the Film Hire data model in your Horizon environment.
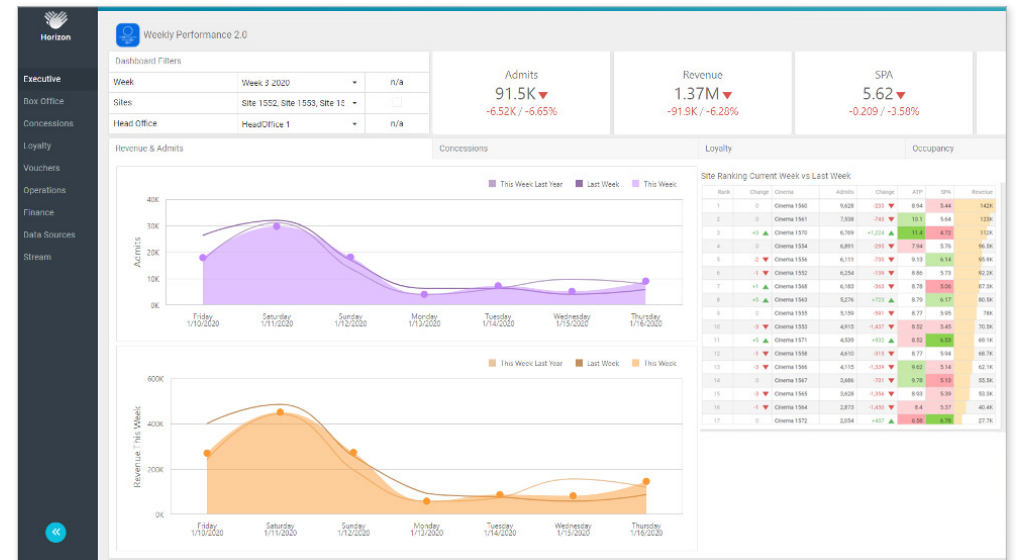
Film Manager

Optimised scheduling 2.0

Get your film programming to the next level with Optimised cheduling 2.0! Not only do we make it much easier and faster for your teams to program showtimes by drastically reducing the number of settings required, but we've significantly enhanced our scheduling suggestions, too. They are now based on a comprehensive set of data – including film forecasts, past performance, booking policies, current and historical trends, and cinema operational constraints. Optimised scheduling 2.0 is a Cinema Intelligence add-on to Film Manager.

Good to know

- Full integration is now available with Film Forecasting for both new releases and back catalogue titles
- The Showtime Analysis dashboard gives you visibility on the precise insights and data factored in your optimised scheduling suggestion
- Optimised Scheduling 2.0 will be constantly improved based on your ratings and comments.
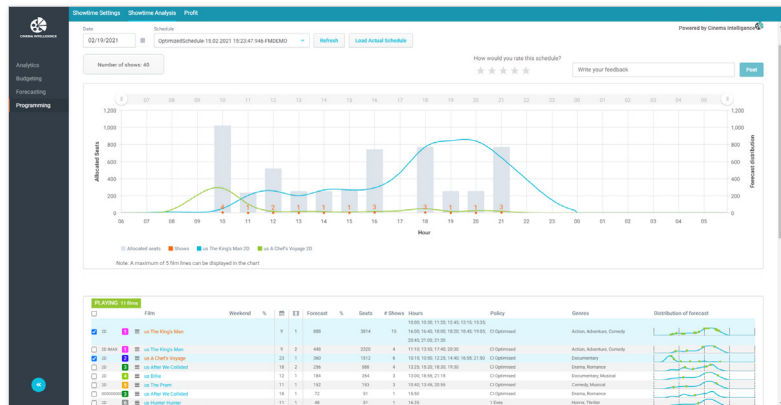
Cinema Intelligence

Attendance forecast dashboard

Empower your Film and Operations teams with predicted attendance insights and reporting to act for further showtime optimisation and staff planning.

This dashboard is available in the Analytics tab inside Cinema Intelligence app and requires an active Attendance forecast license.

Good to know

- Predicted attendance is displayed for the upcoming 4 weeks by cinema, day, and time block so that you can precisely identify the most profitable times
- Predictions are updated every time new information becomes available, such as changes in showtimes or updated weather forecasts
- Predictions consider cinema operational constraints and moviegoers' confidence once business reopen.
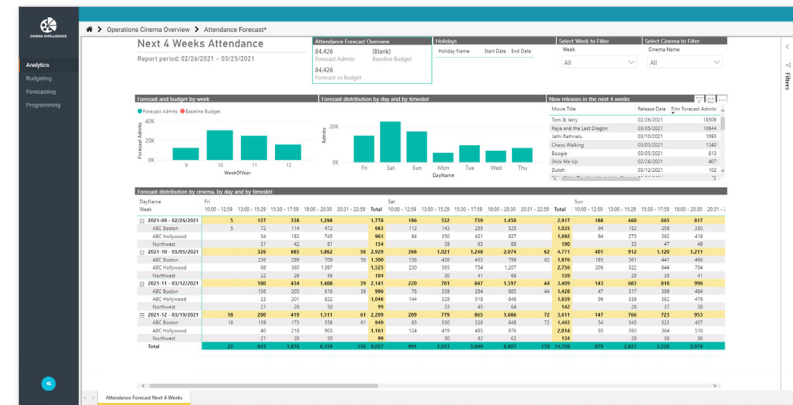
Vista Cinema

Promo-Payment Engine

Lower overheads, lower tax, lower film hire — in 5.0.9 Vista Cinema comes with an exciting new capability for circuits offering loyalty points or selling discounted payment methods.

The Promo-Payment Engine ensures that when you sell a discounted payment method, your film hire and tax will be reduced proportionally. For example, when you sell a $100 gift card for only $80, the Promo-Payment Engine would reduce film hire and tax by 20%. Multiply this by the number of vouchers you sell and- that means a dramatic cost-saving.

You'll need a separate license to use the Promo-Payment Engine. If you're interested, contact your Vista account manager.

Good to know

- The Promo-Payment Engine isn't limited to discounted gift cards and vouchers, you can also use it to reduce tax and film hire on Loyalty points.
- The difference between your customer's payment value and your actual revenue is reported as a sundry item. You choose what general ledger account that sundry item's sales are posted to.
  That gives the Promo-Payment Engine the flexibility to comply with any territory's tax laws.
- After the necessary set-up, all adjustments and reporting are taken care of for you. You and your finance team won't need to do anything else.

Documentation

For everything you need to know about the Promo-Payment Engine, see the Promo-Payment Engine Feature Guide.