

Introduction of

# DTRYX

CINEMA  
MANAGEMENT  
SYSTEM



# Company

Dtryx Inc. was founded by experts who have been operating large theater franchises in Korea for a long time.

All Dtryx members have at least ten years of experience in this area and all the skills and know-how required to establish theaters and do the operating and marketing.

We are doing our best to develop and deliver the world's most advanced Cinema Management System, and to provide a bright future vision to the customers all around the world.

The Dtryx will provide a highly efficient system and the best advice on setting up and operating an optimal Cinemas, making it a shining presence in the increasingly difficult Cinema business.

The logo for d.tryx features the company name in a white, lowercase, sans-serif font. The 'd' and 'y' are connected. There are three orange dots: one on the vertical stem of the 'd', one on the dot of the 'i', and one on the vertical stem of the 'y'. The logo is positioned on the right side of the page, partially overlapping a large, thin, orange circular arc that sweeps from the top right towards the bottom left.

COMPANY NAME	Dtryx Inc.
CEO	Jack Lee
ADDRESS	Pangyoyeok-Ro, Seongnam, Kyounggi-di, Korea
BUSINESS	Development & Provide of Cinema Management System Cinema Total Consulting (Cinema Setup, Operation, Interior, CRM, Marketing Strategies)
PRODUCTS	POS (Ticketing & Concession) IDS Kiosk Online channels (Web & Mobile Ticket Reservation) Back Office System

# Dtryx CMS

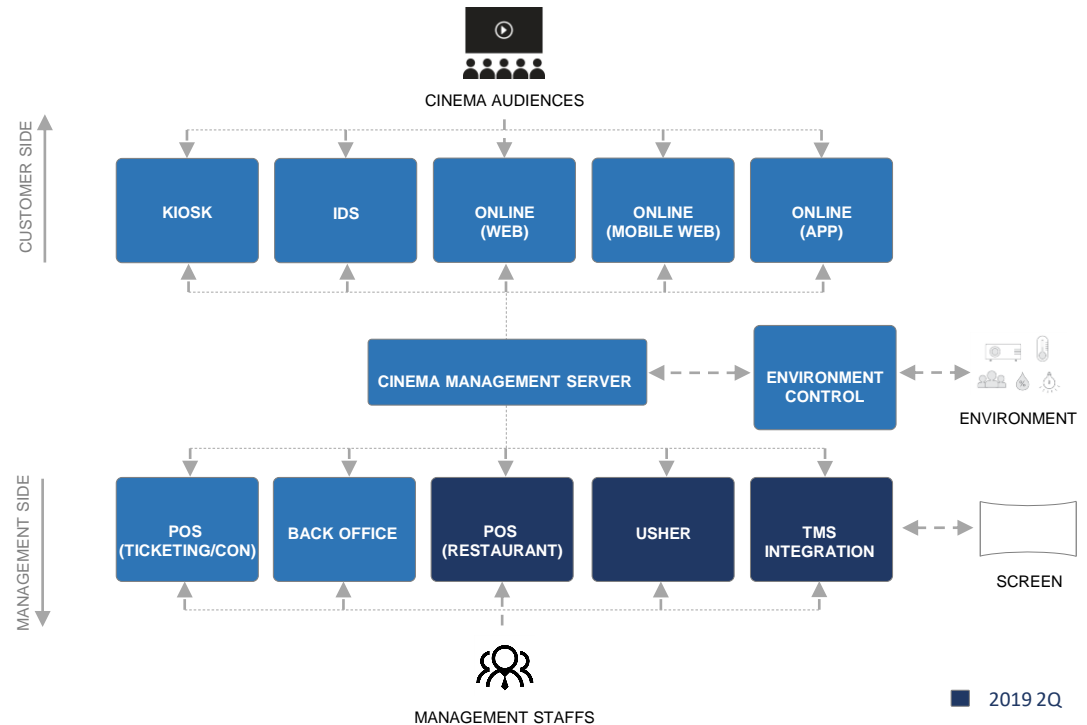
Your Total Cinema Management Solution

Dtryx's CMS integrates all the elements of its internal operations management, including screening, sales, and inventory, from POS, Kiosk, IDS and various Online Channel (Web and Mobile) as contacts that meet customers.

## Product Lineup

- Point Of Sales
- Kiosk
- IDS
- Web & Mobile Ticketing
- Back Office

“Dtryx CMS is the best solution that incorporates know-how and technology from professionals who operated a one of world’s largest Cinema franchise.”



### Customer side applications

Provides Kiosk for unmanned ticketing and concession sales, IDS for movie screening information, and Web and mobile based online booking service.

### Server side applications

Dtryx CMS server system is based on a stable Microsoft platform and provides interfaces with air conditioning system, temperature / humidity control and etc.

### Management side applications

Provides a complete management system for optimal theater operations. We offer POS, which enables you to quickly sell tickets and concession items, and Back Office for integrated cinema management.

### Deliver the movie information intuitively

A variety of intuitive and beautiful templates help you effectively communicate film-related information to your customers.

The efficiency of ticketing booths is very important in theater operations.

Despite the widespread availability of online reservations through the Internet, customers still visit theaters without knowing the full details of the screening films beforehand.

Customers often visit theaters to enjoy their free time without choosing a particular movie. And even if the customer has already decided which movie they want to watch, they visit the theater without knowing the appropriate time zone and the remaining seats. This can significantly increase ticket booth waiting times because ticket booths ask for related information.

Dtryx IDS helps customers quickly recognize all the information related to movie screening, thereby maximizing the operational efficiency of the theater by greatly reducing their inquiries to ticket booths.

### Centralized Setup & Operation

The presentation of movie play information can be set independently from each IDS itself, depending on the circumstances of the theater's operation, or can be conveniently scheduled and monitored centrally with using Back Office.

### Flexible contents display configuration

IDS operates in single screen mode or allows multiple screens to be linked together to deliver the movie screening information to customers better.

Two or more screens can be automatically scheduled through the server to prevent overlapping information from displaying so that it allows customers to quickly see appropriate information about movies.

### Immediate messages

You can instantly alert customers about impending movies or emergency events or disasters through Dtryx IDS.

This kind of information is generally delivered to customers by voice guidance but, it can be more efficient with delivering the information not only the voice guidance but visual notification via IDS simultaneously.

Movie	17:00	18:15	19:05	19:22	20:10	21:10
The Man from Nowhere	17:00	18:15	19:05	19:22	20:10	21:10
The Man from Nowhere 2	18:30	19:15	20:05	20:22	21:10	22:10
The Man from Nowhere 3	19:21	20:05	20:55	21:22	22:10	23:10
The Man from Nowhere 4	20:10	20:55	21:45	22:22	23:10	24:10
The Man from Nowhere 5	21:00	21:45	22:35	23:22	24:10	25:10
The Man from Nowhere 6	21:45	22:35	23:25	24:12	25:10	26:10

### Various Information delivery

1. Full text schedule mode  
In this mode, all movie schedules are optimized for viewing at a glance.
2. Single movie schedule & seat map mode  
By showing the schedule and the remaining seats for each movie with the seat map, it helps to find the seats in customers preferred seats as well as the movies and times they want. This will dramatically reduce the number of remaining seat enquiries to the ticketing booth.
3. Poster & Schedule mode  
An image can intuitively convey more information than many texts. By showing the posters and time by movie together, customers can understand the situation more quickly.

Movie	18:00	17:25	17:50	18:10	19:00
Jurassic World: Fallen Kingdom	18:00	17:25	17:50	18:10	19:00
Believer, 2018	14:35	15:00	15:30	19:10	21:25
Avengers: Infinity War	14:50	16:35	18:10	20:10	22:25
Moonlight	15:10	16:00	18:20	19:00	
The Accidental Detective 2: In Action	14:45	16:35	18:45	19:10	21:00
The Witch: Part 1. The Subversion	14:55	15:10	17:50	20:30	21:25
Ant-Man and the Wasp	16:20	17:35	19:20	21:10	23:45
Herstory	15:23	19:15			

## Simplified User Interface

Kiosk is a non-faced service that helps customers enjoy the movie on their own without the help of staff, so it should be easy understand and use.

Every act of purchasing a ticket should be provided with a service that enables customers to view and respond intuitively without having to look at an additional guide material.

By supporting a beautiful design and an easy user interface, Dtryx Kiosk makes it quick and easy for customers to purchase tickets and concession items even in case of their first use of it.

## Concession sales

Support sales of 'Set menus' which is the most popular concession item in the theater.

It not only be able to sell preconfigured set menus, but you can let your customers can select the taste and size of popcorns and drinks.

This will reduce the labor cost of concession and increase the revenue by reduce the waiting time to buy concession items.

## Advertisement

You can display movie trailers, advertising videos, and advertising images on the top and bottom of large screens for advertisement.

## Support Voucher payment & Discount Coupons

In addition to cash or credit cards, discount coupons through various kinds of vouchers and partnerships are available.

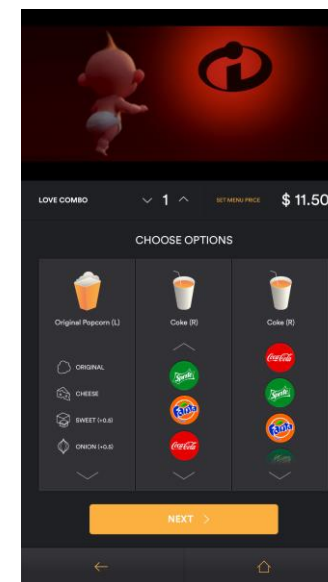
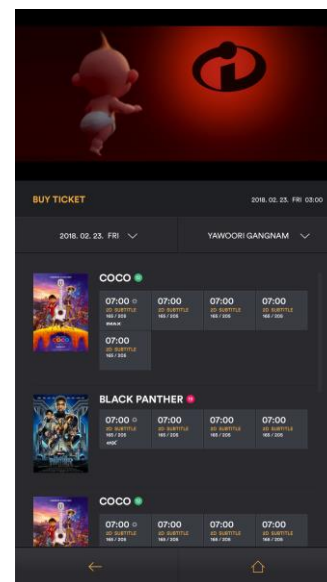
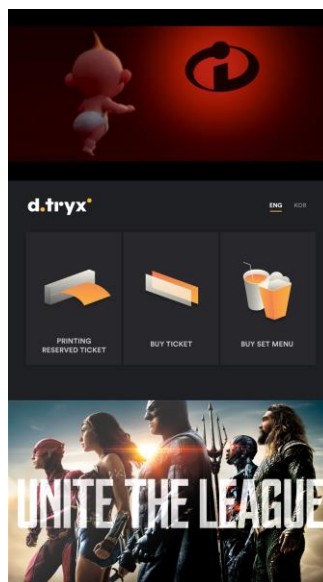
This will increase customer satisfaction and revisit rates.

Payment methods and discount coupons can be cancelled or changed at any time during the purchase process, and the purchasing process is displayed clearly so that the process can be phased out without any confusion.

## Photo Ticket

Watching a movie is not only fun to watch, but also a comprehensive entertainment event to share the joys of being with your family and close friends.

To help preserve the good memories you have with your close friends, Dtryx Kiosk support printing the movie tickets with photos of customers on a pretty plastic ticket and they can keep it forever.



# Web & Mobile Ticketing



## Easy & fastest online reservation

The Dtryx Web & Mobile Ticketing is carefully designed to make it easiest and fastest to purchase tickets and concession items.

After selecting the desired movie and movie times, users will still be able to change immediately at that stage without having to restart the buying process if there are no seats available or if they want to change the screening time.

The list of movies can be arranged in order of box office and show time, and only the movies shown in special theaters can be filtered.

On the movie schedule, users can check the availability of the remaining seats and special rooms immediately.

## Concession sales

Customers can purchase not only tickets but also concession items at the same time.

For set menus, popcorn, and drinks that require selection of options, customers can preselect and order flavors and sizes. This will allow them to quickly receive pre-ordered items during their visit to the theater, allowing them to enter without waiting.

You will be able to meet the needs of today's increasingly diverse and demanding customers, while increasing customer satisfaction and improving sales and revenue.

## Mobile Web & App Support

With the same user interface, you can support the PC Web as well as the mobile web and Apps.

It supports all popular browsers, including Microsoft Edge, Internet Explorer, Chrome, and Firefox, and automatically responds to a wide variety of resolutions to meet the needs of diverse users.

## Event & Advertisement

It provides a function to conveniently inform various marketing programs and promotional activities, such as events promoted by the theater.

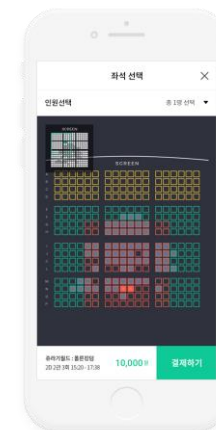
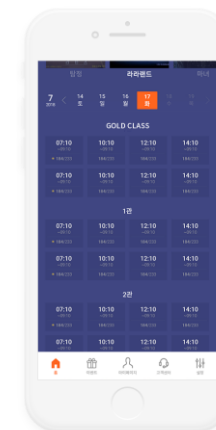
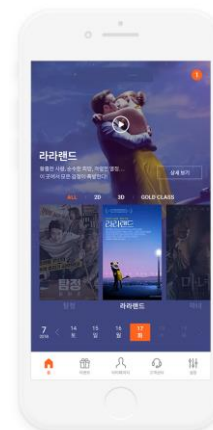
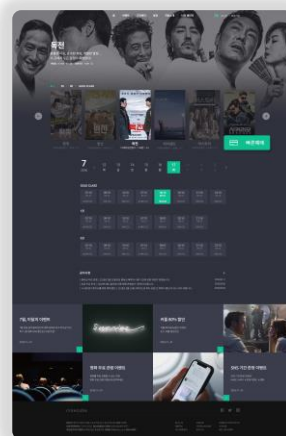
Effective marketing can be carried out simply by registering content about events and promotions easily on the back office.

## Membership & My page

Providing the ' My Page ' service for personalization helps customers to easily identify and utilize their membership ratings and points.

Increase customer loyalty and activate the membership program by actively informing the customer of the activities and rewards them for upgrading to their current ratings.

Increase your membership utilization then it help to increase customer visit rate and your theater's revenue.



# Point Of Sales



## Very intuitive and easy user interfaces

Typically, when new employees enter the theater, it takes approximately two weeks of training and training to sell tickets and concession items through POS.

This will include training in the work process and customer handling, but will take up most of the time to learn how to use the POS program.

This is usually due to the fact that the POS program is very difficult, complex and not designed for intuitive understanding.

Dtryx POS is designed intuitively so that staffs who have never used POS can understand of it's usage as easily as possible and can sell tickets without training.

Using the Dtryx POS, the theater owners can put their employees into work with a simple 10 minute demonstration to the new employee, thereby reducing labor costs.

## Fast ticket sales

The Dtryx POS for Ticketing is designed with minimal user input to reduce the touch of the screen when selling tickets.

This will minimizes the amount of time to select movies, play, and seats.

Ticket sales staff and customers can make decisions quickly through process-optimized screens for ticketing.

## Flexible & fast concession sales

The sale of concession item is a very important factor in determining the profitability of theaters.

Concession items should be sold as quickly as possible and should be able to combine multiple options, and must be able up-selling. And, it also has to be very easy to sell.

The Dtryx POS for Concession is designed with optimization only for the concession stand in the theater.

Staffs can choose popcorn and drink products that require a variety of combinations, including the set menu and taste and size, very quickly, and the change in combination can be made very easily.

## Integrated Sales (Ticketing & Concession)

Ticketing and Concession POS are integrated as one.

Shopping cart function allows customers to pay all purchased goods at once. In addition, it can close the Ticketing booth in a time when there are not many visitors and consolidate the sales channels into one side of the coordination, thereby increasing operational efficiency.

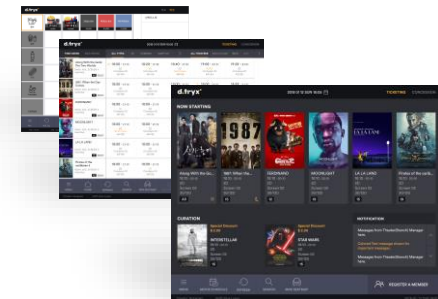
As payment and settlement can be handled separately as necessary, the operation of the theater and the concession is not affected, even if the ownership of the concession is separated.

## Split payment

During peak hours of the busy weekend, sales speed drops dramatically when customers want to separately pay for their tickets and concession items.

In addition, this will not only cause great inconvenience to customers in long lines, it will have a huge impact on sales and profits.

With adapting Dryx POS, you will be able to process the various split payment needs of a large number of people very simply. This will increase customer satisfaction and drive revenue and profit significantly.



## Convenient Refund & ticket change

The refund is also very easy and convenient. If customers want to change the movie, it can be processed quickly without a refund.

# Back Office



## All you need is ready

From a single theater to a large franchise, the Dtryx CMS has all the features you need to operate the theater.

The Back Office program provides efficient theater operations from movie screening scheduling to seat management, staff, product restocking, marketing, communication, statistics, and air conditioning.

All of these features reflect the experience and skills of our operating experiences of the world's largest franchise theater for a long time, making it the easiest and the fastest way to get your business done.

### Functionalities

- Employee mgmt.
- Partner mgmt.
- Theater info. mgmt.
- Seat map mgmt.
- Concession info. mgmt.
- Concession goods mgmt.
- Movie info. Mgmt.
- Movie schedule mgmt.
- Ticket sales mgmt.
- Concession sales mgmt.
- Settlement mgmt.
- Statistical reports

## Robust System

The most important aspect of a theater operating system is its stability.

The entire system running Back Office is built on a reliable infrastructure platform from Microsoft and it is finely tuned to provide the optimum environment for any size and type of theater.

## Dash board

Supports the best dashboard with our long experience in theater operations and know-how.

Managers no longer have to open all of the feature screens to identify key information needed to run the theater.

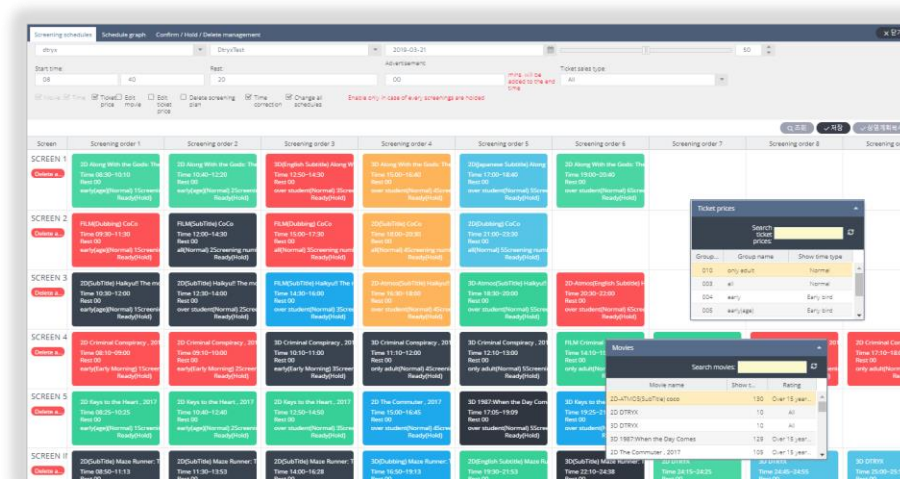
From one screen of the dashboard, you can see the movie screening status of the theater, the temperature and humidity of each theater, projector errors, as well as the Kiosk and IDS errors.

## Statistics

You can view all of the important statistical information you need to check daily sales and revenue, and the number of customer visits at a glance, as well as the operational and communication status of your workforce on a dashboard.

## Web based application

The Dtryx Back Office has been developed on the basis of the latest Web technology. This enables the operation and monitoring of the theater from outside the office or via tablet equipment.





# Future of Dtryx CMS

## Manage All, In One Person's Hand

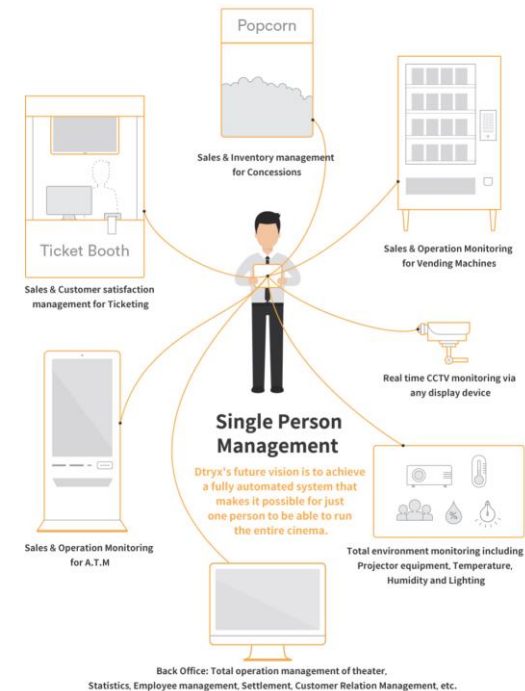
Nowadays theaters are eager to invest in expensive facilities, including installing expensive special booths and redecorating their interiors to win the competition with other theaters in the neighborhood.

However, the future competitor is no longer another theater nearby. The new threat to the theater's survival in the future is online movie streaming, which allows you to watch movies anytime, anywhere at a lower cost. And, there are a variety of online services, such as games, which offer a different kind of fun than movies. Most importantly, the high labor costs and low operational efficiency is the most serious enemies.

Now the era of competition through investments in existing facilities such as Screen, Seat, and Sound is coming to an end with an increasingly standardized approach.

It is time to gain a competitive edge with a strategy to enhance operational efficiency with a high degree of system refinement, and invest wasted labor into customer service to improve customer satisfaction.

Dtryx will provide an efficient system to increase the productivity of theaters, further opening an era of 'Single Person Management' where only one person can handle the running of all theaters.





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