



# Makes Dollars & Cents!

## Membership Advantages

Let eCinema Networks finance your digital transformation.

- eCinema Networks will provide the equipment and installation of a networked digital solution and provide service and support at no cost to you, the Theater Owner.

eCinema will bring you additional revenue opportunities:

- Digital ads generate 5 times more sales than analog ads
- Digital cinema advertising is approaching \$1B in the U.S.
- Live concerts, pay per view events, special presentations and sports
- eCinema is partnering with the growing independent movie market to provide film quality digital content. By becoming an eCinema theater member you will receive the independent movies of your choice, digitally packaged and distributed, but you will also be able to select from a wide range of independent movies to fit the demographics of your unique customers. eCinema members will benefit from consolidated marketing of independent movies and the early box office returns from co-members to identify successes with rapid digital retargeting. eCinema will also market your independent movies and special events to consumers online and through their wireless devices.

### Enhance the Viewing Experience for Your Audience

Independent movies, advertising and special events will all be displayed with a film quality digital system provided by eCinema. Images will have the clean, sharp look of digital and film color by eCinema displayed a high contrast, high brightness 3-chip DLP HD projector. No more washed out slides for advertising or scratched film for movies. eCinema will also provide full V5.1 surround sound compatible with your sound processor.

### Improve Your Theater Operations

No more handling and storage of film for advertising and independent movies. The eCinema digital content is managed within the network and is totally secure. All scheduling is controlled centrally and through your ticketing system, thereby allowing you to manage you screens from a single location. New movies can be delivered in hours



to maximize your box office sales. eCinema will also provide all automation and sound interface equipment to eliminate manual control, and the eCinema solution can interface with your current film projectors for smooth show transitions when you are not showing digital independent movies.

eCinema training for your employees will be simple, comprehensive and on-going. User manuals will be provided and an Electronic Service Bureau that is logged into your system will be available 24/365 technical assistance. eCinema is the only digital solutions provider in the industry that will provided guaranteed system uptime.

### Ensuring Your Theaters Digital Platform for the Future

The eCinema digital platform is an open architecture that will allow easy inclusion of new components as the technology changes, and will just a swap of the film projector it provides for a smooth transition to DCI when and if you choose.

### For further information please contact us

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