



Cineplex Uses DT Research POS Tablets to Deliver VIP Cinemas Experience

DT315 Tablets Enable In-seat Dining through Mobile Customer Service with No Downtime



Overview:

Cineplex Entertainment (“Cineplex”), headquartered in Toronto, is one of Canada’s leading entertainment companies known for having one of the most modern, fully-digitized motion picture theatre circuits around the world. The company operates numerous businesses including theatrical exhibition, food service, amusement gaming, digital signage, media creation and sales as well as online gaming and eSports.

In select and specially-designed theatres, Cineplex provides movie-going audiences with a “VIP” experience. Open to adults only, Cineplex’s VIP Cinemas allow audiences to watch movies in surround sound while enjoying in-seat dining in comfortable, often fully-reclining, leather chairs. Similar to a restaurant, guests have food and drink orders taken and delivered while they are seated, so they can relax prior to the show in the comfort of their luxury chairs.

The Challenge:

Cineplex employees are outfitted with hand-held tablets that are durable and can be used to take food and drink orders quickly. Since there is a short window between guest arrival to the theater and the start of movie – it is critical that customer service be prompt and efficient. If tablets run out of power or break, Nick Marchand, Executive Director of Technical Support at Cineplex, said “it would significantly limit the number of orders taken and negatively affect revenue.”

The tablets that Cineplex previously used in its VIP Cinemas were wanting in several respects. The battery life was short and if a tablet ran out of power – the device was out of commission for several hours. These initial tablets did not come with a scanner, therefore it had to use scanner attachments, which broke easily. This resulted in times when employees had to use pen and paper to take orders because the devices were out-of-commission. Marchand said his IT staff spent a significant amount of time trying to fix the tablets.

The Solution:

Marchand and his IT team researched a number of tablet brands, but did not feel the any of the devices met the requirements and in many cases, the tablets were also too expensive.

Marchand then discovered DT Research POS (Point-of-Service) tablets and found that they were much more durable and reliable than consumer devices. The tablets had all the features they needed already built-in and were less expensive than other POS tablets. These capabilities convinced Cineplex to purchase 150 of the DT315 POS Tablets for use in their VIP Cinemas across Canada.

“We were impressed that the devices came with hot swappable batteries as well as a secondary battery to ensure that our staff at the theater always have running tablets – especially during the most critical hours of our operation,” said Marchand.



DT315 POS Tablet

The feature-rich DT315 tablets, powered by Microsoft Windows 7 Professional or Windows 10, also contain many helpful tools such as scanners integrated into the tablet to track loyalty card points. The fact that DT315 tablets are purpose-built for point-of-sale and service (POS) and run on the Microsoft operating system, enables the Cineplex team to also use the tablets for inventory management.

The DT315 contains the following features:

- 9.7" anti-reflection outdoor viewable screen with capacitive touch
- Support for Microsoft® Windows® 7 Professional or Windows® 10 IoT Enterprise operating system
- Intel® Celeron® dual-core processor; high performance with low power consumption
- Bluetooth and Wi-Fi connection
- Built-in gyroscope sensor, e-compass sensor, and 3-axis accelerometer
- TPM (Trusted Platform Module) 1.2 support
- Comprehensive remote device administration through server-based WebDT Device Manager software

MAJOR OPTIONS

- 5 megapixel back camera with LED flash, auto focus, white balance, gain control and exposure control
- 2D barcode scanner; reads both 1D and 2D barcodes, extremely durable, integrated for hassle-free operation
- Magnetic stripe reader (MSR); triple track readers (ISO TK1, 2 & 3), high-performance decoding with ultra-compact design
- 3G module for HSPA+/HSPA/UMTS and EDGE/GPRS/GSM

Results:

The Cineplex IT team found the DT315 tablets fulfilled their needs – empowering them to be ultra-productive and deliver superior mobile customer service to maximize revenue during a small window of opportunity.

“Unlike consumer devices, the DT Research tablets are well-designed for the unique needs of hospitality environments,” said Marchand. “We found the tablets had better memory, superb wireless connectivity and the durability of the hardware made it easier

for our employees to handle the devices day after day -- without the tablets falling apart.”

Cost savings was another positive outcome. Since the feature-rich DT315 tablets met all of the teams’ needs, Cineplex only had to purchase and maintain one type of tablet instead of needing additional devices to perform inventory management and other related tasks.

For more information regarding DT Research Rugged Tablets, visit <http://www.dtresearch.com>

About DT Research



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