



Press Release

Do not publish prior to 26th February 2004

The TixOS ticketing revolution

When Emanuele de Plano and Eric Razny, two ticketing industry veterans, decide to partner in developing a new box office ticketing system and marketing it into today's competitive arena, they better have a few tricks up their sleeves. Following their conformance by the French film institute (Centre National du Cinéma) last October and with more than 20 cinemas currently under contract, the launch seems to have been indeed a great success.

First of all TixOS targets the largely under-equipped independent art-house market with an attractive monthly subscription offer starting at 78 Euro for a single-screen cinema, covering the use of the software, its support, seamless data backups and automatic upgrades. Further TixOS pioneers an innovative "*thin-client*" architecture: the application running in the cinema uses the Internet to connect to the TixOS server that hosts the main software and the sites database. This architecture and the unique capacity that TixOS has of running on standard out-of-the-box PC's, eliminates the need for expensive installation and maintenance site visits.

"The main objective of our TixOS service is to provide all cinema exhibitors – from single-screen venues to multiplex cinemas – with a complete ticketing solution offering the best value for money", explains Emanuele de Plano, "To reach our goal, we have optimised the ticketing application and used today's technology, essentially the Internet and the Java development platform, to greatly reduce service and maintenance costs. The end result for our clients is a direct reduction in the ongoing cost of running their ticketing operation."

TixOS bases its commercial strategy on a complete and detailed evaluation program that is provided to all prospects free of charge. The program allows the venues to confirm the suitability of TixOS for their site and then proceed directly to the setting up of their specific configuration, all this at their own pace. Once the staff is familiar with their new system, the service contract is returned in order to activate the ticket printing functionality.

Ivan Ruillat of Cinéma Paradiso, the first cinema to go live on TixOS, states: "We wanted to implement a simple ticketing system that could be used by our 34 volunteer staff with minimal investment and training", explains Ivan, "By choosing TixOS, we achieved significant cost savings by sourcing our own hardware and the evaluation version allowed us to avoid on-site installation, configuration and training fees."

However the real revolution is yet to come. TixOS is preparing the launch of its *e-CRM* (electronic customer relationship management) module based around a contactless smart card. "We wanted to anticipate the changes in legislation that are going on around Europe concerning the phasing out of ticket stubs and eventually the ticket itself," declares Eric Razny, "by using our special wireless hand-held card readers that incorporate a real ticket printer, ushers and concession bar staff can easily sell and print tickets without handling cash. Cardholders benefit from an express service and a priority access to their seats, eventually, when legislation will allow it, a direct access to the auditorium without a ticket!". The *e-CRM* module will further allow the venue to initiate and develop a lasting relationship with their patrons through email messages and SMS promotions. Other modules are also under development that will allow sites to automatically feed content to their web sites and manage their concession sales and inventories.

GRAPHICS (AVAILABLE ON CD ROM OR BY DOWNLOADING FROM THE LINKS BELOW)



size: 2 Mb

name: handheld.png

www.tixos.com/downloads/handheld.png



size: 23 Kb

name: tixoslogo.png

www.tixos.com/downloads/tixoslogo.png

For any further information, please feel free to contact

TixOS – Emanuele de Plano – mobile: 06 19 33 47 26 – email: emanuele@tixos.com