



Newsletter

ticketing solutions provider

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n° IV – April 2004

TixOS: showing at a cinema near you!

On the 24th of September 2003, we received conformance from the French Film Institute (CNC) which gave us the green light to start marketing our solution in France. The testing of the software took longer than expected due to its innovative architecture, but in the end, TixOS places itself in pole position thanks to its simplicity and minimal installation costs.

From October 2003, the installations continue at a steady pace and today we have more than **20 cinemas** under service contracts totaling about **75 screens spread out across France**.

The TixOS ticketing solution is available through a **monthly subscription** service contract covering the use of the software, automatic upgrades and support. The **full evaluation program** enables you to install and configure the application yourself on almost any Internet connected PC in order to train your staff. The TixOS installation costs are thus **greatly reduced: about 1/10th of the costs of our competition**.

The freedom to choose between **using your existing hardware**, hardware **supplied by your local supplier**, or our own **TixOS Linux ticketing package***, allows you to **further reduce your start up costs**.

How to start testing the TixOS ticketing solution on your own PC **free of charge** and with **no commitments**? Nothing could be easier, simply visit www.tixos.com/demo and fill out the form to receive our evaluation CD and your access codes.

**DELL PC (server range) running a Linux TixOS kernel, 2GHz/128Mb, flat screen touch screen, thermal ticket printer with cutter, customer display and 3 year on site maintenance for the PC and modular replacement for the ticket printer: 2.650 € ex VAT (French pricing, for information only)*

Who said that TixOS could not be conformed?

You might have heard the recent rumor going around about the impossibility for the CNC to conform TixOS? Well those who spread it were wrong! We indeed obtained our "homologation" last year confirming TixOS as a reliable, tamper-proof and fiscally approved ticketing system.

TixOS presentation held at Megarama Bordeaux

On the 27th November we were invited by the "Syndicat de l'Exploitation Cinématographique du Sud-Ouest" (South West Independent Cinema Owner Association) to present our TixOS solution to their members in the superb Megarama multiplex built in the old Bordeaux train station. The exhibitors present were able to have a big screen demo, taste some great local wines and snacks and leave with their very own TixOS CD.



We would like to thank the association and Megarama for their hospitality and we are of course available to repeat this type of presentation with other organizations provided they can ensure the attendance of at least 10 to 15 exhibitors. For further information on this type of event feel free to contact us through info@tixos.com or by telephone on +33 (0) 6 19 33 47 26.

TixOS, the «ASP» ticketing evolution

TixOS is the first cinema box office solution that is supplied through the subscription of an on-line computing service contract. The TixOS architecture follows the definition provided by ASPIC «Application Service Providers (ASP) deliver and manage applications and computer services from remote data centers to multiple users via the Internet or a private network.»

As an ASP, TixOS provides ticketing applications that are delivered via secure Internet connections and provides the majority of the required infrastructure and required support services, through a monthly rental contract.

TixOS allows exhibitors to benefit from computerized ticketing and e-CRM applications **quickly, at lower costs and without having to become technical "experts"**. The ticketing application becomes available to all cinemas, regardless of their size, since they are **not required to purchase software licenses, servers or the know-how** required to manage them.

Next up...? e-CRM Module using contactless cards

The real revolution is yet to come. We are preparing for the launch of our e-CRM (electronic customer relationship management) module for the 2nd quarter of 2004, based around a contactless smart card. To anticipate the changes in legislation that are taking place around Europe concerning the phasing out of ticket stubs and eventually the ticket itself, we are developing wireless hand-held card readers that also incorporate a real ticket printer.



Armed with these readers, ushers and concession bar staff can easily sell and print tickets without handling any cash. Cardholders can benefit from an express service and priority access to their seats and, eventually, when legislation will allow it, direct access to the auditorium without a ticket!

The e-CRM module will also 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.

Client Testimonial: Cinéma Paradiso, 1st TixOS client

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."

Important Dates

Next TixOS Newsletter: June 2004

Launch of e-CRM Module: During the 2nd Quarter of 2004