movieXchange

movieXchange is Vista Group's new web platform, engineered to strengthen the way distributors share promotional movie materials, and simplify how exhibitors get those materials onto the front line.

Our goal is to ensure that distributor-certified content is delivered directly to cinemas, and to enable exhibitors to effortlessly receive the highest quality materials. MovieXchange is all about optimising the links between distributor and exhibitor marketing and operations teams, fostering an environment of reliability and mutual benefit:

- Upload an unlimited variety of promotional media for movies, with the confidence that region-specific versions are made available to the correct locations, ready for use by exhibitors on POS, kiosks, websites, digital cinema signage, mobile apps and in marketing initiatives.

- Improve your reach with controlled movie data such as release dates, synopses, and even box office reporting codes (e.g. EIDR, MaccsBox) that download to exhibitor sales channels and stay updated.

Our streamlined web interface lets you monitor who accesses each media asset, helping you to ensure that everyone is up to date and consistently promoting movies.

Exhibitors receive notifications for updates to movie information or media, delivering a call-to-action that directs them to your approved content. From posters to trailers and synopses, take comfort in knowing that exhibitors are getting the word from you on what to display, not using whatever they find on Google.

Simple yet powerful – talk to us about how you can access movieXchange and clear up your film information delivery.

Why use movieXchange?

The right materials every time

As a comprehensive, single-source repository for industry information, movieXchange guarantees that the right media and information is always in the right place. There are no file size or quantity limitations on uploaded media, while controlled access means users only see the things they need.

We work for you

Tight integration with the Vista Group of companies ensures data is delivered directly to Vista and Veezi exhibitors. Clever APIs seamlessly transfer data from external systems, and integrate with the world's top cinema industry platforms to reduce delays in box office reconciliation.

Easy insight on exhibitor usage

Our reporting features both 'at a glance' overviews and detailed insights on each movie, ensuring you have a full understanding of exhibitor interactions with your promotional assets.

Aggressive roadmap

Our partnerships with Vista, Veezi, Movio, Powster, Cinema Intelligence and Numero, places us in a unique position to develop full movie data automation, producing a powerful tool for supporting compelling digital campaigns for your movies.

Contact

We welcome the involvement of the movie industry and invite you to share your views so that we tailor movieXchange to better suit your needs.

Contact Andy Miller at **andy.miller@vista.co** or call **+64 27 502 1895**.

movieXchange.com