



Reimagining concessions sales



It is hard not to associate the smell of freshly popped buttery popcorn and the bubbling sound of a soft drink with going to the movies. Preserving this cultural habit requires making the experience of ordering, receiving, and enjoying these delicious snacks as safe, contactless, and comfortable as possible.

End to end concessions management

We can help you adapt your service to comply with the latest health norms and safety regulations, all the way from your sales channels, through kitchen management, up until the guests have safely picked-up their purchase.

See how the ideal concession sale process would look from start to finish using Vista Mobile, Kiosk, Point of Sale, Food & Beverage, and Digital Signage.

Self-service ordering

No queuing near the counter is necessary when moviegoers can use the cinema's Mobile app to pre-order their favourite movie snacks from the comfort of their homes. There is no risk of getting the food cold or the ice to melt in drinks. The "Start order" function enables moviegoers to fire their purchased items to the kitchen just in time for their arrival at the cinema.

Inside the cinema, moviegoers can continue to use the Mobile app or choose one of the self-service Kiosks to satisfy their cravings safely. With so many alternatives for ordering, queues at the Point of Sale are highly unlikely, making it safe for moviegoers to approach the staff at the counter.

No matter the method of choice for purchasing concessions, moviegoers can take advantage of the deals and promotions advertised by your cinema. Vista's Deals Engine ensures the optimal deal is offered to guests, to encourage the purchase of promotional packages, where moviegoers can enjoy a wide range of discount types.

Visibility on orders in progress

Once an order is triggered, either from the Mobile app, Kiosk, or Point of Sale, the kitchen is automatically notified to act on it.

As soon as orders are received, they are displayed for moviegoers to see on the Digital Signage screens on-site. The signage will reflect the order's progress from one stage to another until it is ready for pick-up.

Contactless pick-up

Moviegoers can monitor and collect their order without having to queue. By displaying order status on foyer screens with Digital Signage, you can ensure moviegoers do not have to stand close to the counter waiting to hear their purchase number called out.

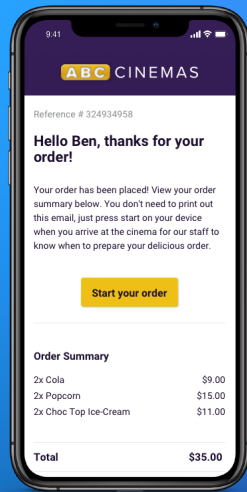
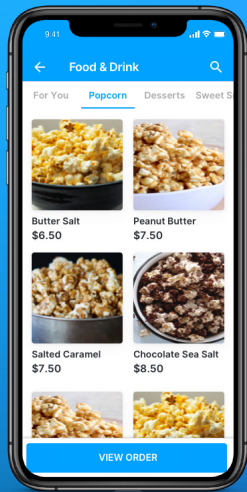
If phone numbers are given during the sale process, SMS and push notifications will alert guests to approach the counter pick-up when their order is ready. Using this method, cinemas will minimise contact, and social distancing norms will be respected easier.

You can encourage additional sales by setting up a Digital Signage override playlist featuring menu boards, showtimes, or trailers for upcoming movies to take over when there are no orders and to switch back to displaying kitchen status when new orders arrive.

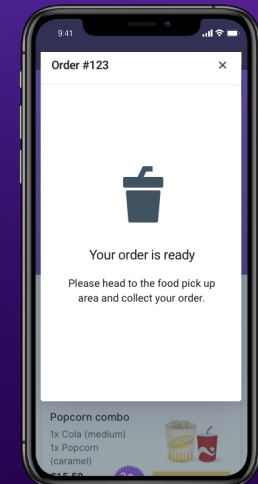
Behind the best cinemas

Since 1996, Vista Entertainment Solutions has operated with the sole mission of enhancing the cinema experience. More than two decades later, our groundbreaking technology enables over 650 cinema chains to provide exceptional service to millions of moviegoers all around the world every single day. We are proud to be:

- The world's leading software company serving 40% of all cinema screens
- Offering reliable solutions, perfected by collaborating with the best cinemas
- Trusted by exhibitors in +90 countries.



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