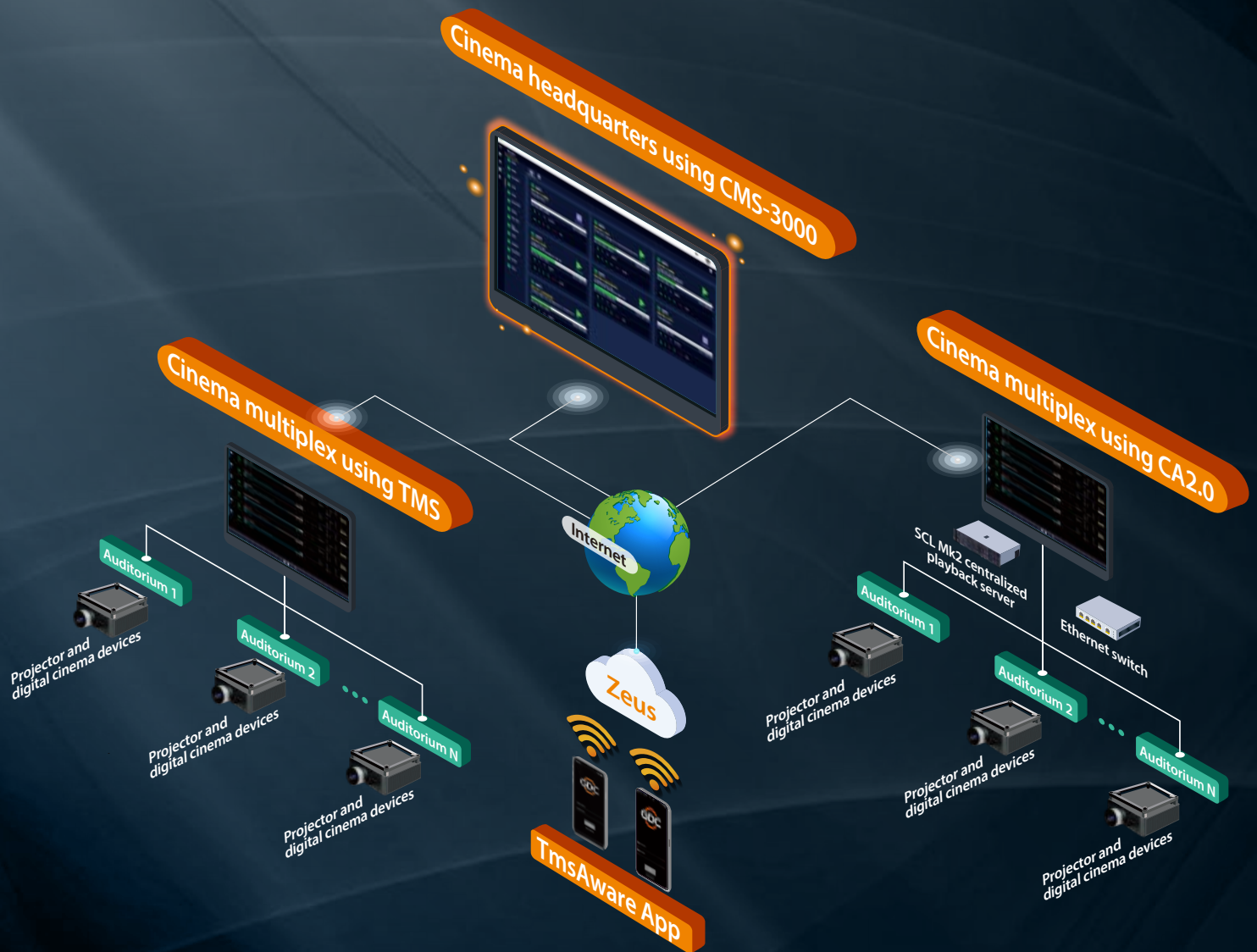


CMS-3000

Web-based Central Management Enterprise Software

Your comprehensive solution to manage screenings across an entire cinema circuit from its headquarters



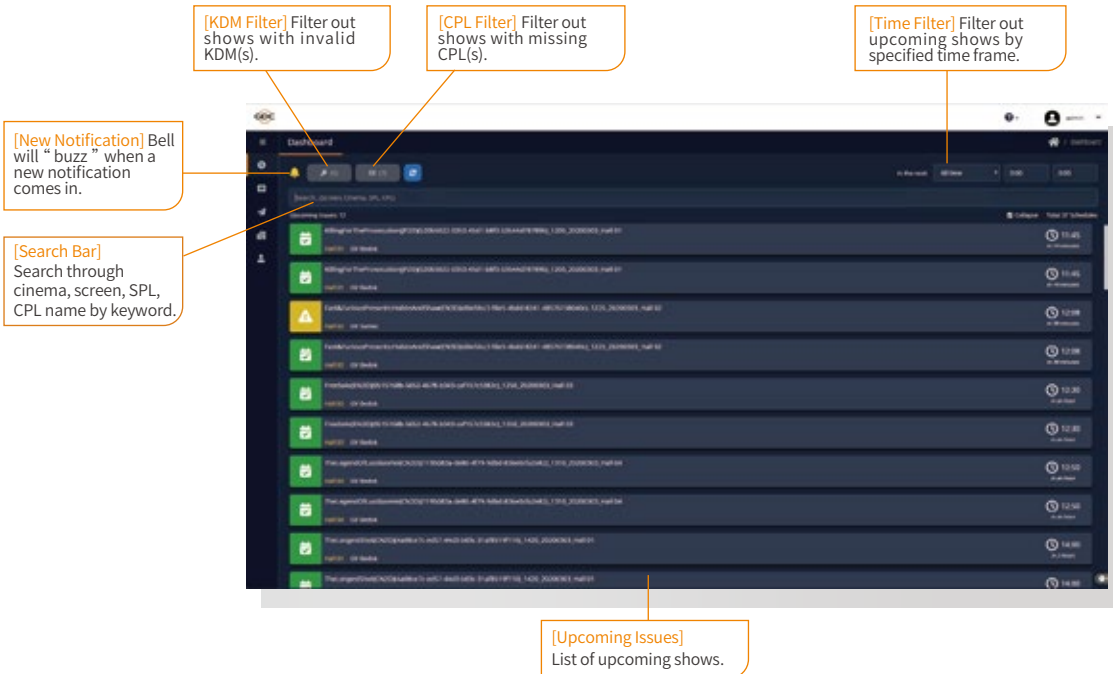
CMS-3000 is an enterprise software which enables centralized management of content transfer, screen advertisements and program schedule allowing the remote cinema headquarters or support center to have control and visibility of the entire circuit. It helps achieve high operational efficiency by:

- integrating seamlessly with an exhibitor's pre-show advertising and entertainment program to streamline the advertising workflow;
- allowing any circuit with multiple locations to help eliminate redundant time and labor spent on the same routine tasks with local TMS and/or CA2.0;
- supporting multiple user access simultaneously anytime and anywhere with its web-based application.



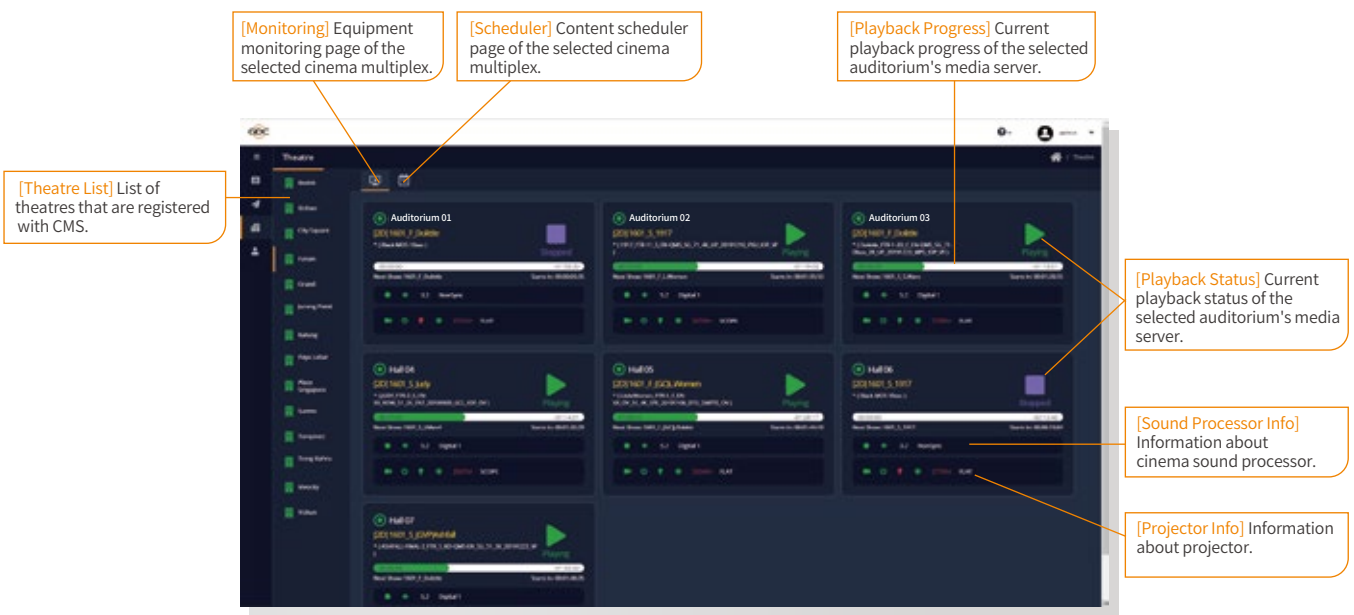
Dashboard

- Provides an overview of all upcoming scheduled shows organized by showtime for an entire circuit.
- Displays eye-catching alerts to warn users of show-stopping issues before the screenings start.
- Allows users to proactively filter/search the specific show-stopping issues such as missing Composition Play List (CPL) or invalid KDM.



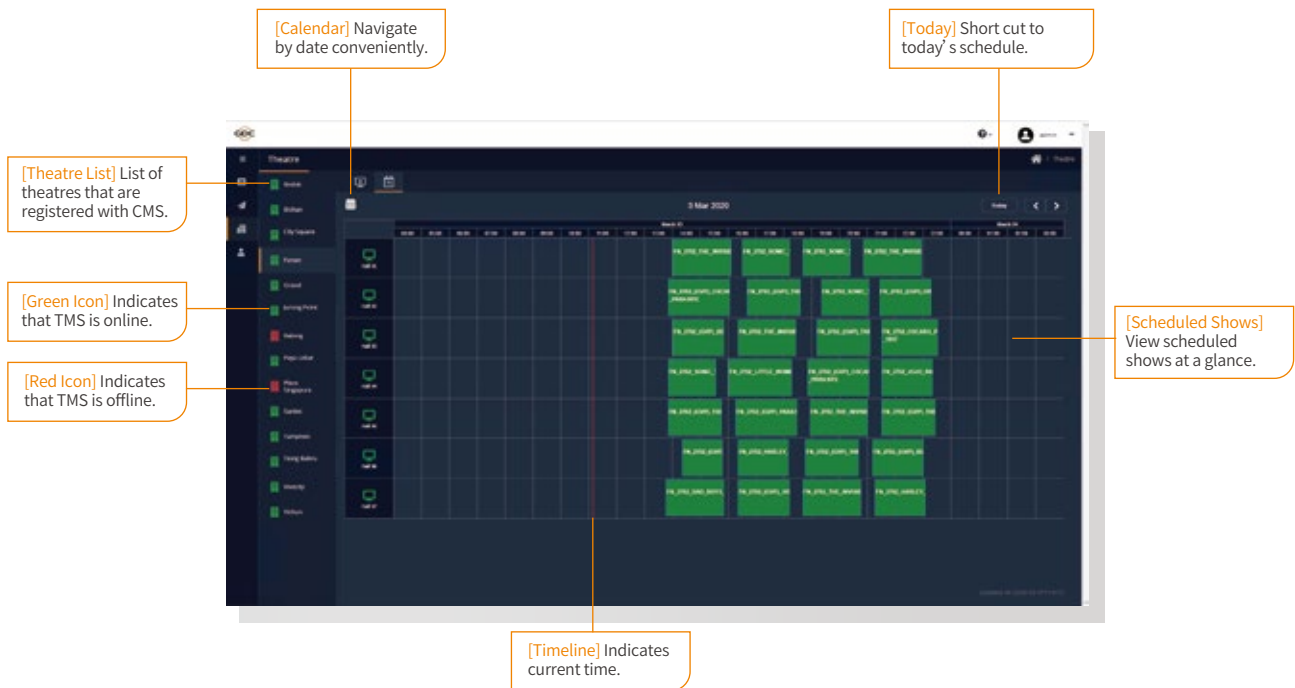
Monitoring

- A centralized view of all sites in the circuit to monitor real-time playback status, sound processors and projectors.



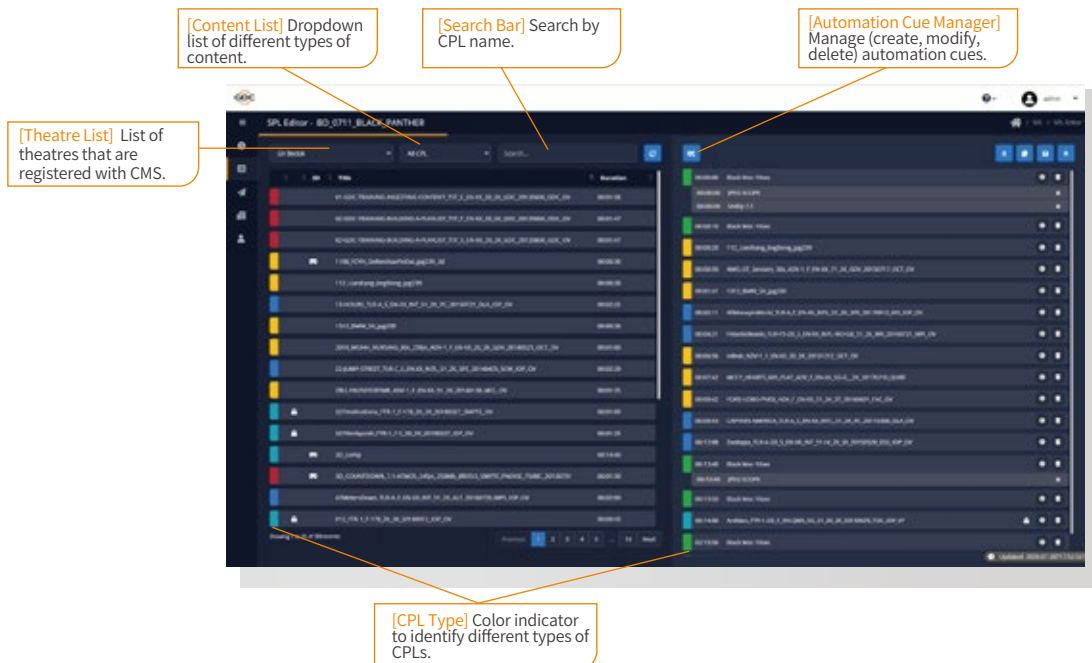
Scheduler

- A centralized view of the scheduler of each registered TMS in the entire circuit.
- Allows users to amend the schedules instantly from the headquarters.



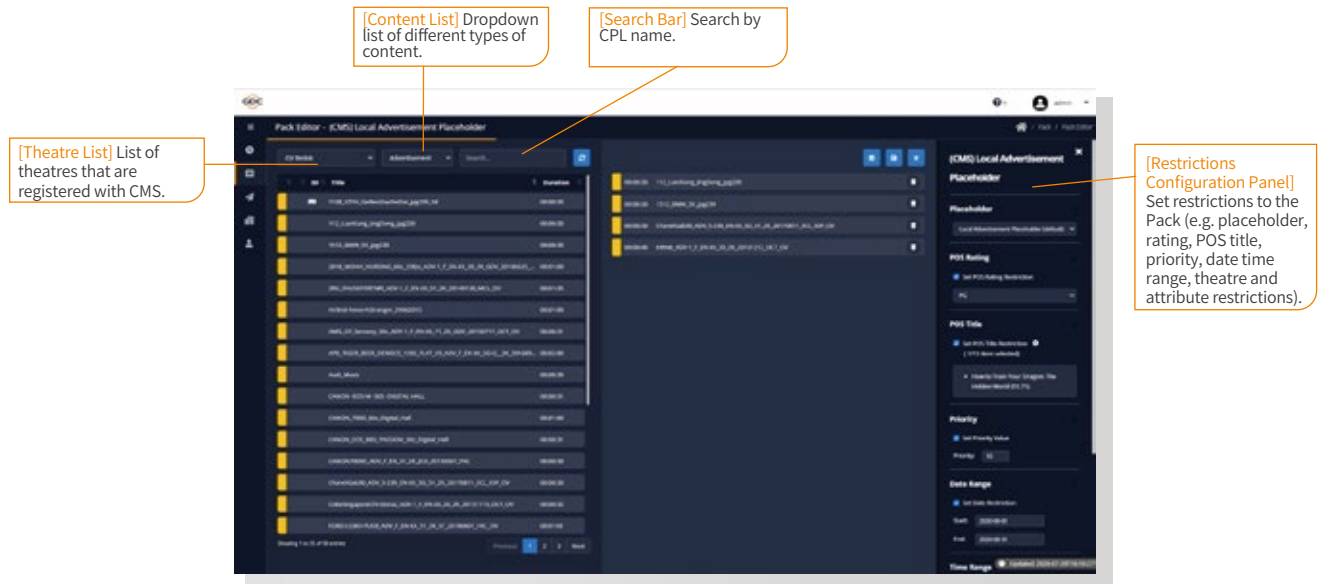
SPL editor

- Allows users to create and edit Show Play Lists (SPLs), which can be sent to all or specific cinemas from the CMS at headquarters.
- Synchronizes with all the cinema's CPL metadata to show all related information without requiring physical content stored in the CMS at headquarters.



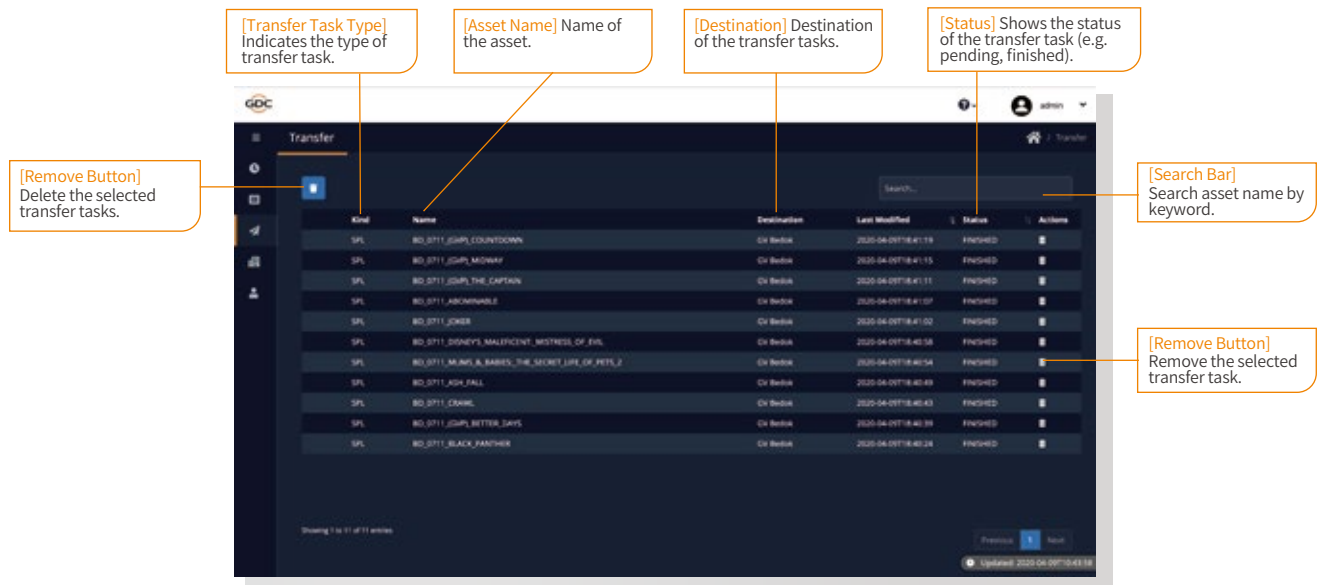
Pack editor

- Allows users to create and edit Packs with all the necessary rules, which can be sent to all or specific cinemas from the CMS at headquarters.
- Synchronizes with all the cinema's CPL metadata to show all related information without requiring physical content stored in the CMS at headquarters.



SPL/Pack transfer

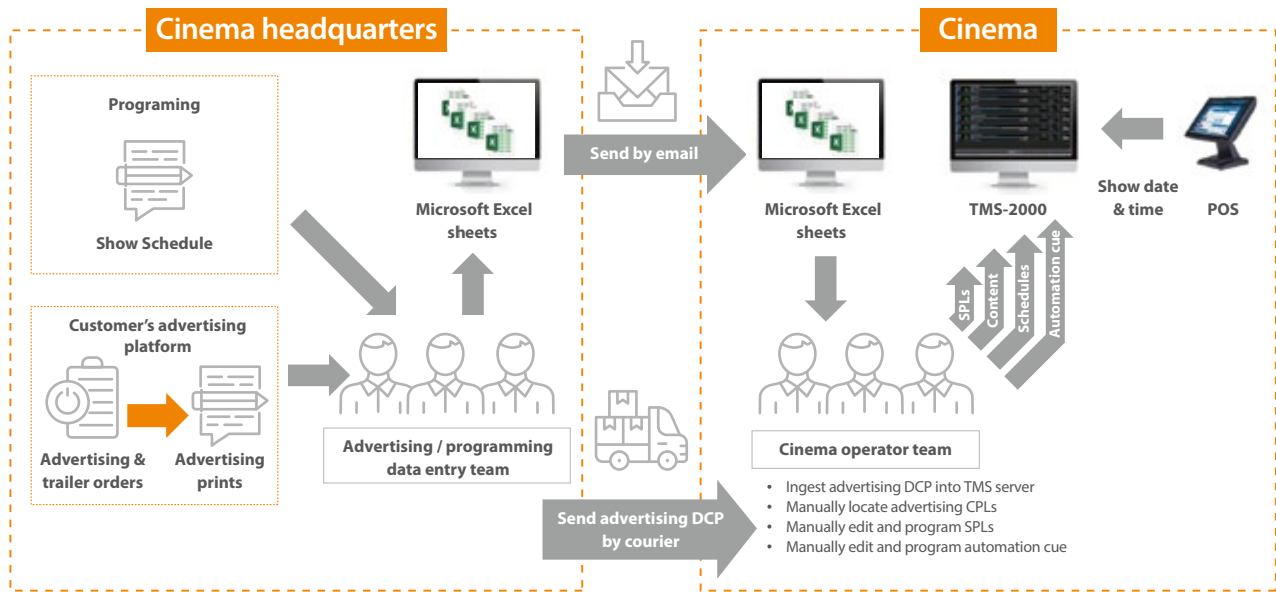
- An overview of the transfer status for SPLs, Packs, DCPs* and KDMs*.



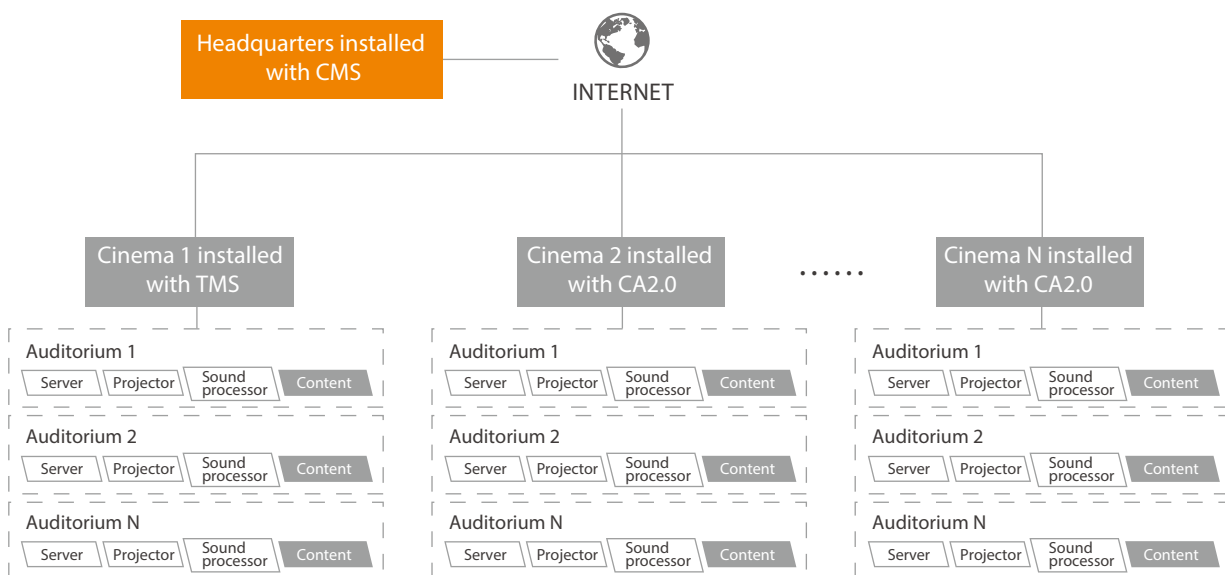
* will be available in future release

Challenges of working with a traditional advertising workflow without CMS

1. Misdirected time and effort in tedious and repeated tasks at each cinema multiplex.
2. Inefficient way of managing program schedule using Microsoft Excel sheets.
3. Prone to human error in manual handling of CPL and SPL programming.
4. Long lead time needed for the acceptance of SPL modification; not able to accept last minute advertisement orders.



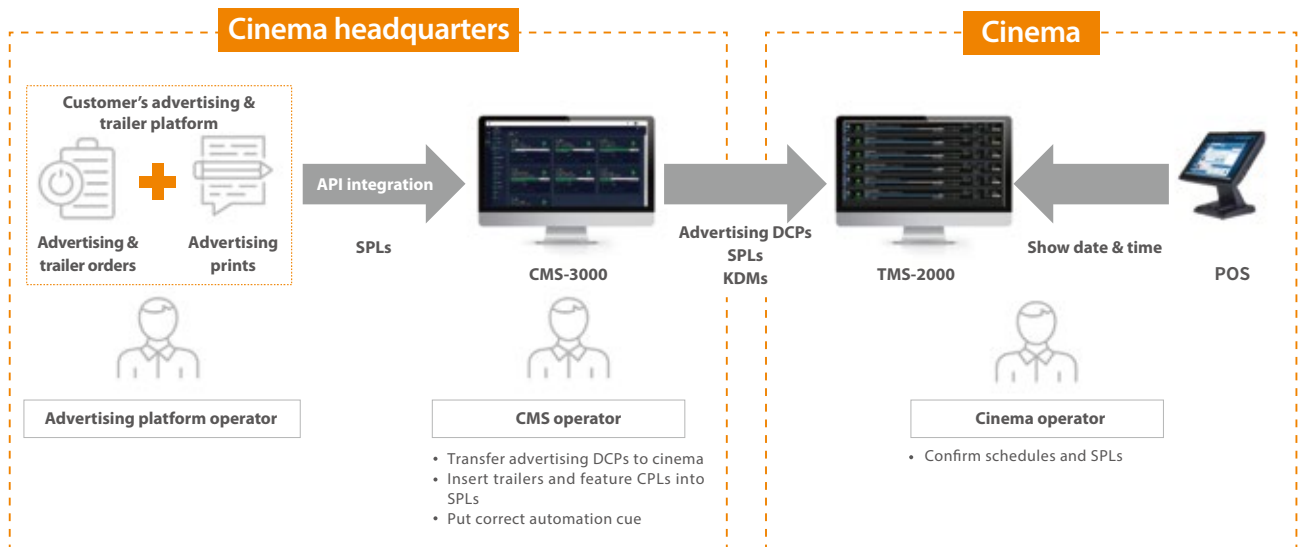
CMS-3000 web-based central management enterprise software



Benefits of CMS-3000 integration with customer's advertising and trailer platforms

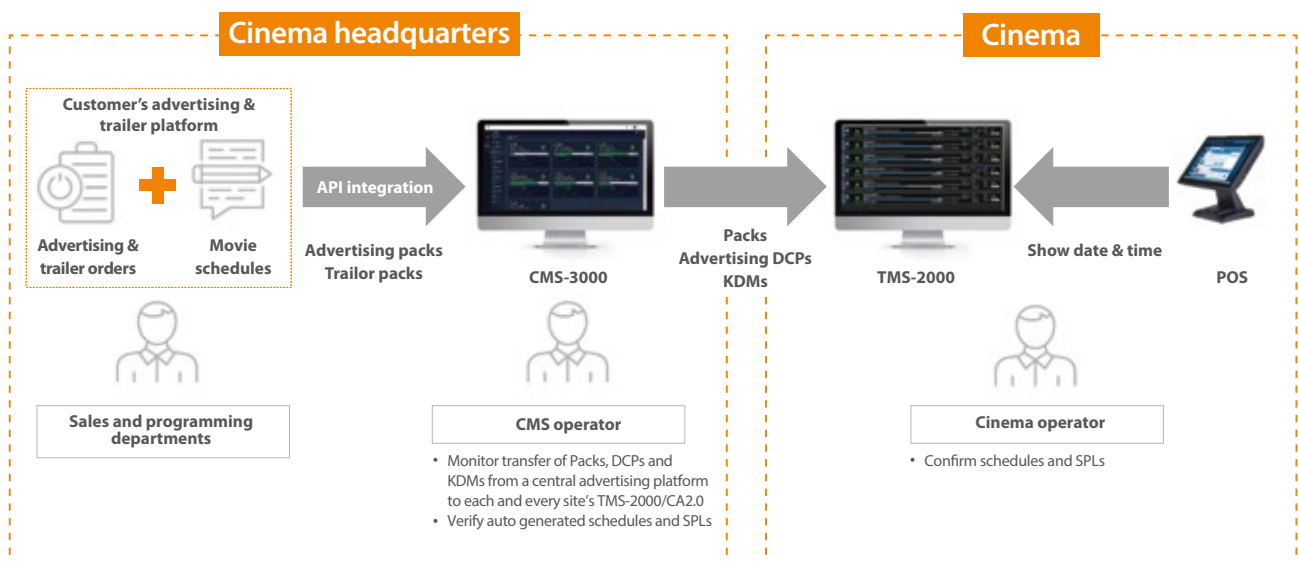
Benefits of customized CMS-3000 with centrally managed SPL generation

1. Significantly reduce the number of tedious and repeated jobs at each cinema multiplex.
2. Streamlined process without use of Microsoft Excel sheets.
3. Improved efficiency and accuracy in the management of advertising CPL.
4. Improved control and visibility in programming and shorten lead time in updating SPL.



Benefits of customized CMS-3000 enabling auto-SPL generation

1. Significantly reduce the number of tedious and repeated jobs at each cinema multiplex.
2. Streamlined process without use of Microsoft Excel sheets with fully automated show programming.
3. Improved efficiency and accuracy in the management of advertising CPL.
4. Improved central control and visibility in programming and shorten lead time in updating SPL.



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