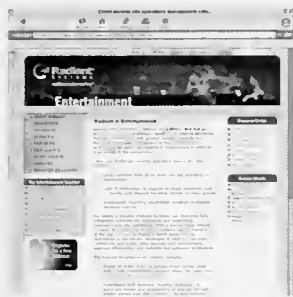


"Distributors and exhibitors are interacting better with themselves due to technology and the Internet," Hollywood Software CEO David Gajda said at ShowEast. "We want to provide more streamlined processes and services on both sides of the equation."

RADIANT SYSTEMS www.radiantsystems.com

Through its Entertainment Industry Group, Radiant Systems offers solutions for managing and supporting theatre operations with point-of-sale, customer self-service and back-office solutions. In addition, the company has developed the web-based Radiant 6e Enterprise Productivity Suite, demonstrated at



ShowEast this spring (see **Tech Talk**, May 2003). Among the package's components are operations management, which provides

real-time performance reports by site and across the movie theatre circuit; workforce management, which forecasts, tracks and schedules staffing requirements; inventory and cash management; and e-Learning, which streamlines and automates training management across the chain. In a presentation at the Great States Theatre Convention last year, Radiant's Brian Whitney particularly got a reaction from the conventioners in attendance when he claimed that his system could even send an electronic message to specific cashiers to encourage them to upsell if they haven't been selling a desired number of large sizes.

EXHIBITOR RELATIONS

A number of the Hollywood studios' exhibitor relations departments have embraced the Internet as a means of providing exhibitors access to all their marketing needs any time day or night. On these sites, movie theatre operators can find exhibitor relations contact information, press kits and photos, release slates, trailers, TV and radio spots, and downloads or ordering information for in-theatre marketing materials such as trailers, one sheets, standees, banners, bus shelters, bus sides, static clings and 30 sheets. For more information, log on to:

Buena Vista,
www.bvpdexhibitorrelations.com
Columbia,
www.sonypicturesreleasing.com
Fox, www.foxexhibitor.com
New Line, www.nlc theatres.com
Paramount,
www.paramountprogress.com
Universal,
www.exhibitorrelations.com



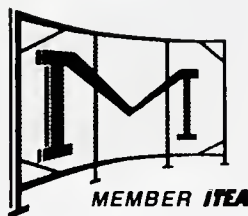
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