



CallConnect

by  Venue Valet

Call Buttons

Operations Management Software

Management Reporting

Mobile Application Development

Digital Signage

Smart Seat Integration

14,742,924

Call Buttons Pressed

58,103

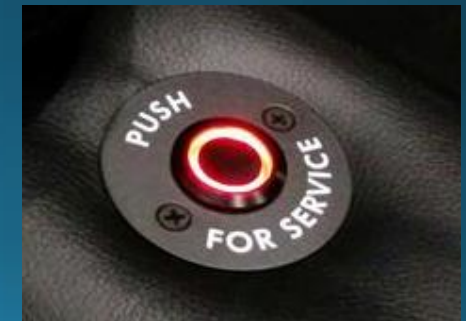
Seats with Available
Call Buttons

624

Digital Signage Screens

Seattle
Salem
Concord
Los Angeles
Phoenix
San Diego
Madison
Missoula
Des Moines
Loveland
Round Rock
El Paso
Trinidad
Milwaukee
Carmel
Dallas
Austin
Nassau
Chicago
Evansville
Cincinnati
Atlanta
Holly Springs
Houston
Aruba
Manchester
Baltimore
Charlotte
Charleston
Boca Raton

STANDARD CALL BUTTONS



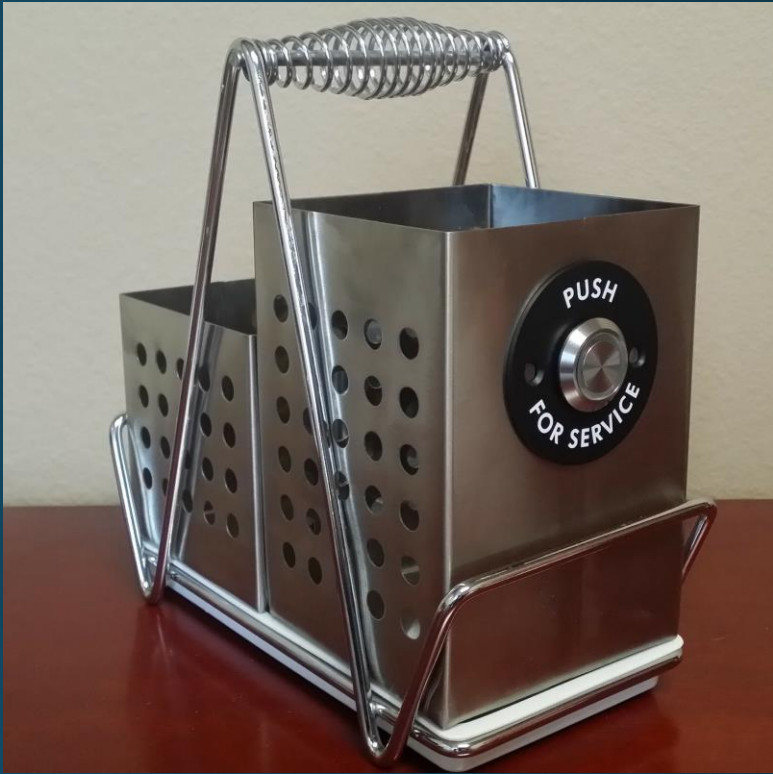
ILLUMINATED CALL BUTTON BRACKET



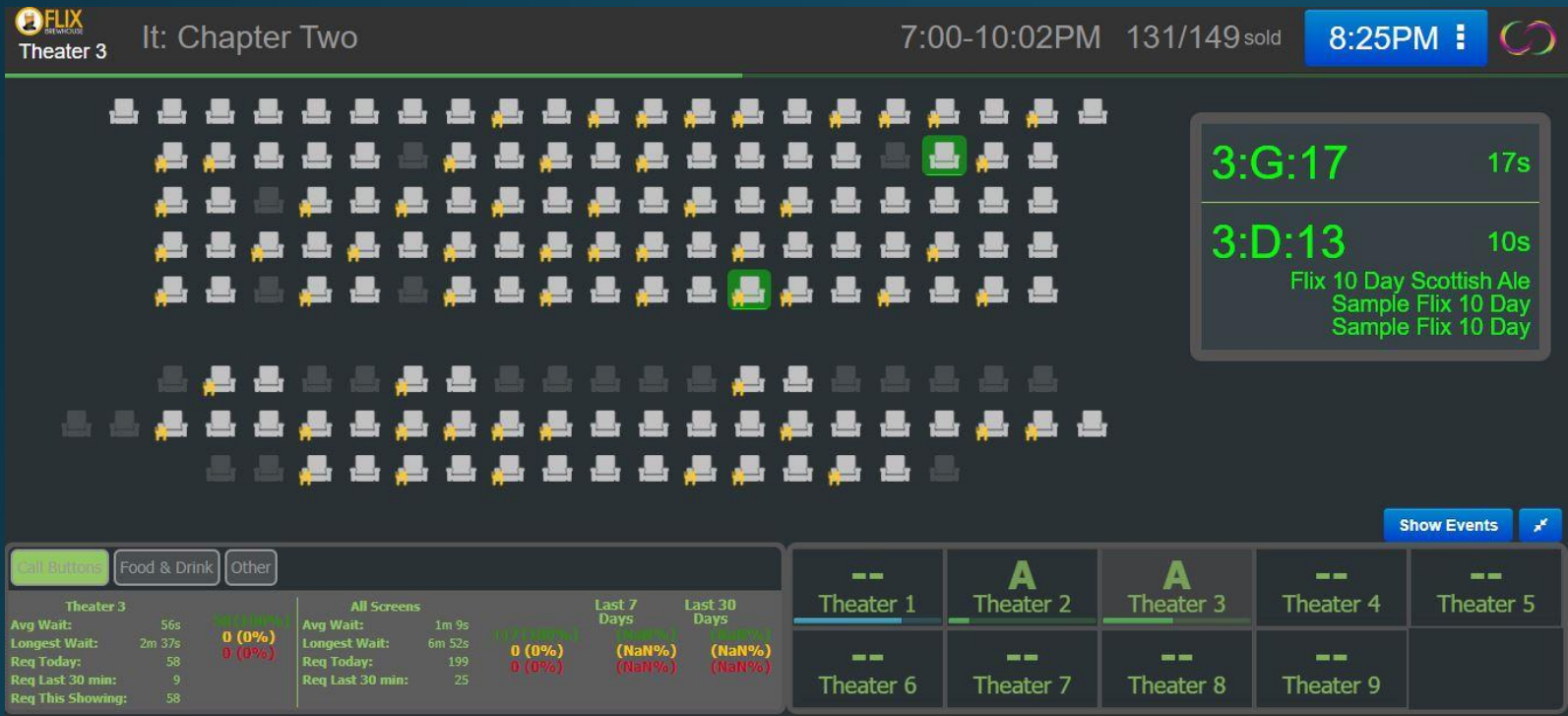
EDGELIT CALL BUTTON BRACKET




WIRELESS CALL BUTTONS



CALL BUTTON DASHBOARD



Service Reminders




Drop Checks

3:E:6 3m 45s

3:D:12 2m 25s
Mex Martini (LIQUOR)

Dine-In 1

Breakthrough	Drop Checks 19m Left 7:36PM Check Bathrooms 7:41PM Feature Stop 7:56PM Cleaning End
Captain Marvel	8:00PM Doors Open 8:30PM Feature Start 8:55PM Check Back 10:20PM Drop Checks 10:45PM Check Bathrooms 10:50PM Feature Stop 11:05PM Cleaning End



CALL BUTTON BACK WALL AND KITCHEN SCREENS



CALL BUTTON DASHBOARD WITH SUMMARY SCREEN

Service Summary						5:48PM			
1	6:30-8:10PM Despicable Me 3 25/98 (26%) \$935.00	6:00PM Doors Open 6:30PM PreShow End 6:30PM Feature Start 6:55PM Check Back 7:40PM Drop Checks		2	4:00-6:23PM Spider-Man: Homeco... 5/98 (5%) \$319.50	5:53PM Drop Checks 6:18PM Check Bathro... 6:23PM Feature Stop 6:38PM Cleaning End 6:45PM Doors Open	2:B:5 2:E:10 2:E:6 3:C:5		
3	5:45-8:16PM Wonder Woman 24/50 (48%) \$258.00	6:10PM Check Back 7:46PM Drop Checks 8:11PM Check Bathro... 8:16PM Feature Stop 8:31PM Cleaning End	3:D:9 3:D:5	4	5:30-7:10PM Despicable Me 3 30/44 (68%) \$1094.50	5:55PM Check Back 6:40PM Drop Checks 7:05PM Check Bathro... 7:10PM Feature Stop 7:25PM Cleaning End	4:B:7		
5	6:00-8:23PM Spider-Man: Homec... 54/155 (35%) \$722.50	6:00PM PreShow End 6:00PM Feature Start 6:25PM Check Back 7:53PM Drop Checks 8:18PM Check Bathro...	5:C:5 5:D:8 5:B:7 5:A:2	6	3:20-5:50PM War for the Planet of... 27/129 (21%) \$603.50	Drop Checks 1m Left Check Bathrooms 1m... 5:50PM Feature Stop 6:05PM Cleaning End 6:15PM Doors Open	6:A:2 6:F:3 6:C:12		
7	4:00-6:03PM Baby Driver 2/44 (5%) \$187.00	Drop Checks 14m Left 5:58PM Check Bathro... 6:03PM Feature Stop 6:18PM Cleaning End 6:30PM Doors Open	7:F:7 7:E:2	8	4:45-7:08PM Spider-Man: Homeco... 14/51 (27%) \$304.00	6:38PM Drop Checks 7:03PM Check Bathro... 7:08PM Feature Stop 7:23PM Cleaning End 7:30PM Doors Open			
9	4:15-6:25PM The Big Sick 4/98 (4%) \$408.00	5:55PM Drop Checks 6:20PM Check Bathro... 6:25PM Feature Stop 6:40PM Cleaning End 7:00PM Doors Open		Guests Without Order 8					
Next Showing									
House 1 9:00-11:30PM War for the Planet of t... 2/98 (2%)	House 2 7:15-9:38PM Spider-Man: Homecomi... 9/98 (9%)	House 3 9:15-11:46PM Wonder Woman 0/50 (0%)	House 4 8:15-9:55PM Despicable Me 3 0/44 (0%)	House 5 9:30-11:53PM Spider-Man: Homecomi... 0/155 (0%)	House 6 6:45-9:15PM War for the Planet of t... 19/129 (15%)	House 7 7:00-9:03PM Baby Driver 18/44 (41%)	House 8 8:00-10:23PM Spider-Man: Homecomi... 4/51 (8%)	House 9 7:30-9:40PM The Big Sick 6/98 (6%)	House 10 8:30-11:00PM War for the Planet of t... 8/98 (8%)

VIP MEMBER IDENTIFICATION

Quickly identify VIP members on screen

The screenshot displays a restaurant management interface. At the top, it shows 'CallConnect' and 'Dine-In 4 Us'. A pop-up window for 'Seat: 4:A:3' is open, displaying the following information:

- Manager Requested** (button)
- VIP Member: Bobby Bruce**
- Member Since: November 2 2019 3:48 PM
- Star Points: 2033 (2252 pending)
- Rewards Balance: \$12.72
- Service**
- Button: OFF

Below the pop-up, a row of seat icons is visible. The third seat from the left is highlighted with a red circle and a yellow star, indicating it is the current seat of interest.

At the bottom of the interface, there are several status indicators and call buttons:

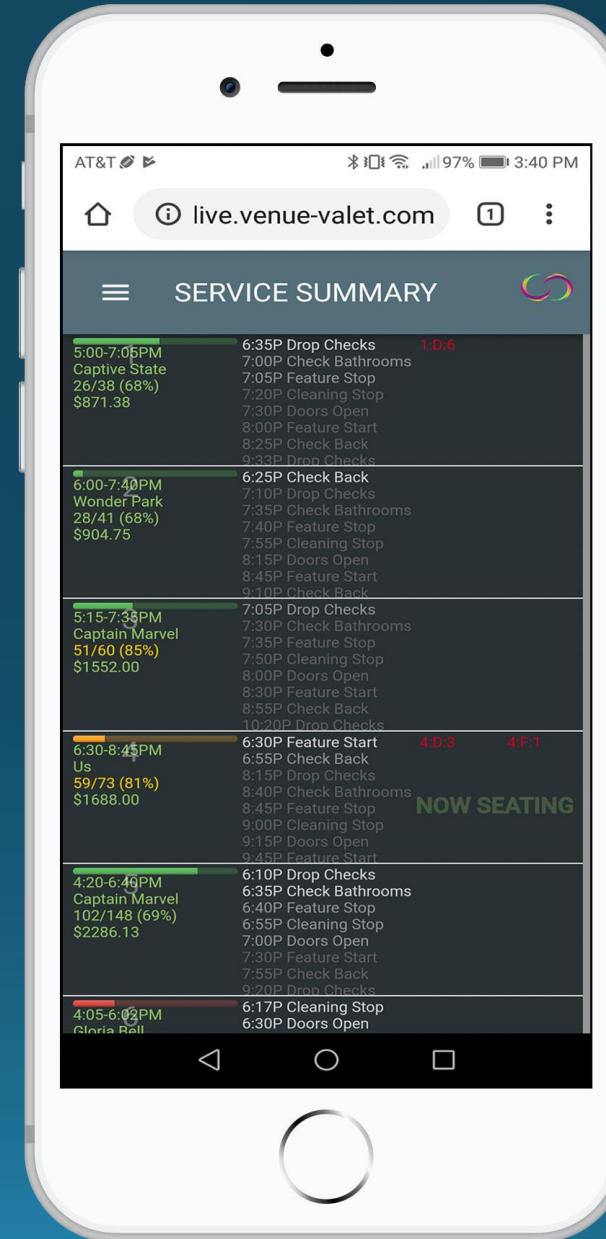
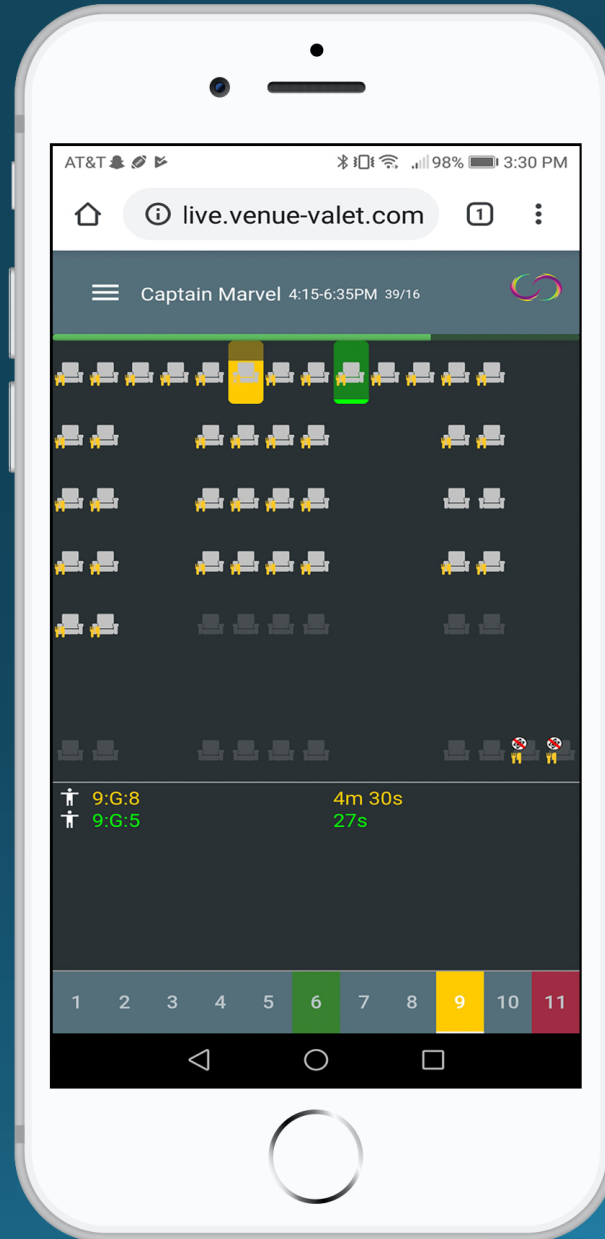
- Staff
- 73 Unassigned Seats (warning icon)
- Call Buttons (highlighted)
- Food & Drink
- Other

On the bottom right, a 'Call Buttons' summary is shown:

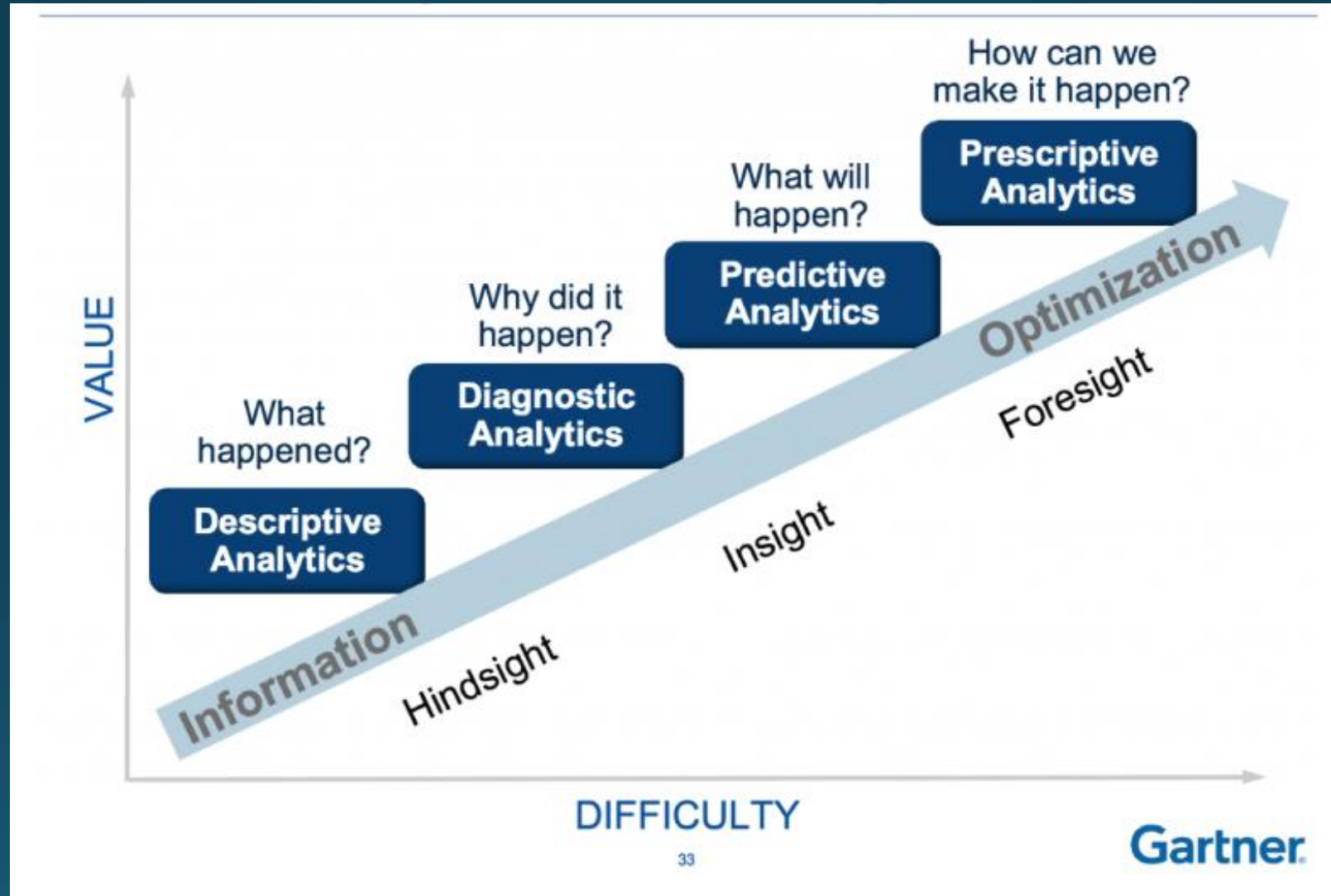
Avg Wait:	3m 0s
Longest Wait:	12m 0s
Req Today:	18
Req Last 30 min:	0
Req This Showing:	0

CALL BUTTON DASHBOARD

Mobile Phone View



Fancy way of asking “How can we CHANGE customers behavior using data analysis?”



CUSTOMER DATA ANALYSIS

FROM PRE-SHOW THROUGH END OF FEATURE

SAMPLE SET:

- Data collected over 10 days
- Six different full service cinemas
- Variety of markets from city chic to suburban
- 186,311 items ordered
- \$1,070,318 total revenue generated
- 59,207 admits
- Average per cap: \$18
- Call button presses after movie starts: 28,557

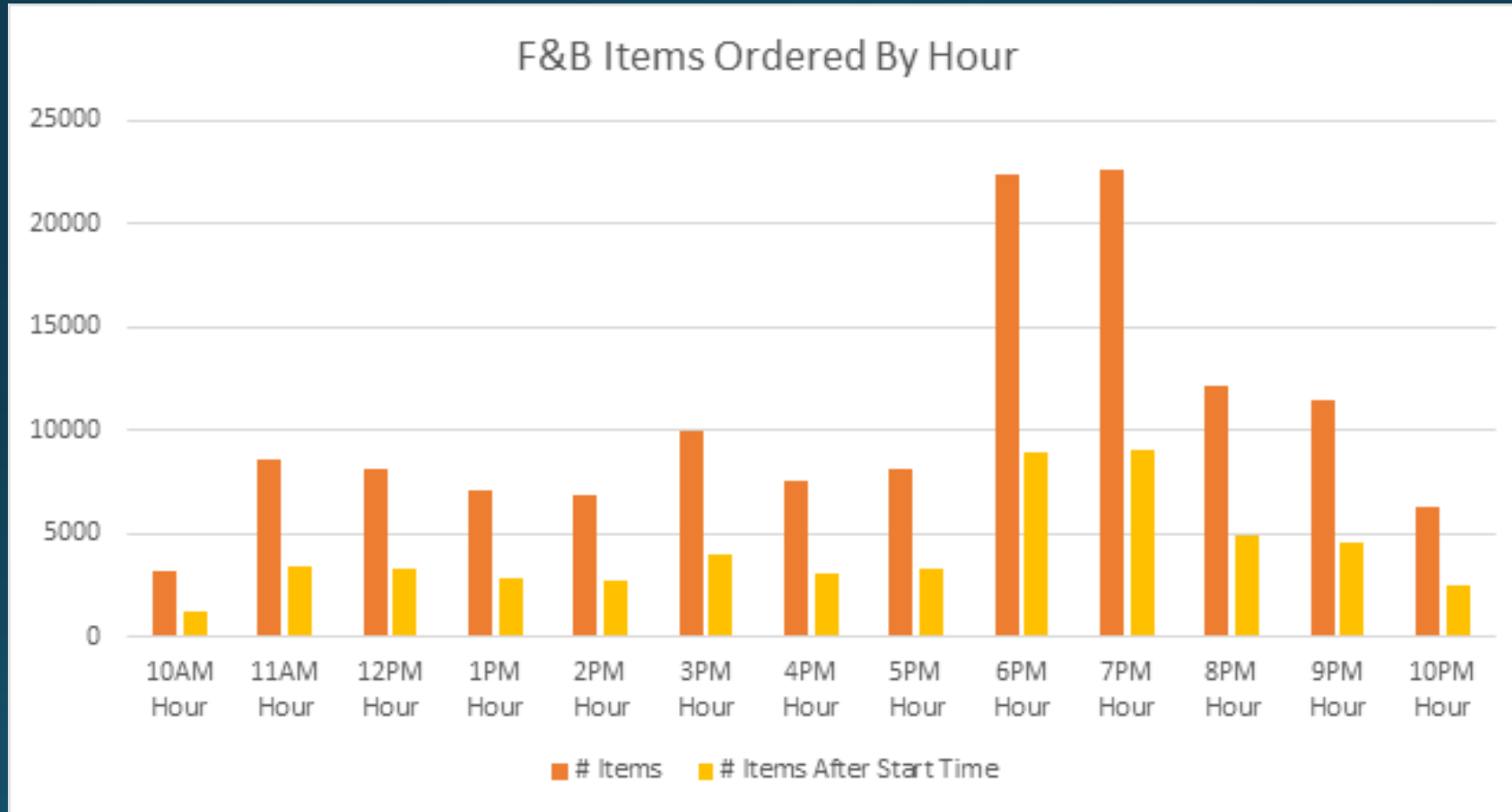
FOOD ORDERING PATTERNS

Does the movie start time have an affect on food orders?

Joker	R	1:20	3:20	6:10	9:00		
Judy	PG13	2:00					
Maleficent: Mistress of Evil	PG	2:40	4:05	5:30	8:20		
Terminator: Dark Fate	R	2:00	3:30	5:00	6:30	8:00	9:30
The Current War	PG13	2:20	6:25	9:40			
The Lighthouse	R	4:10	6:50	8:55			
Zombieland: Double Tap	R	1:35	4:50	7:00	8:10	9:30	

FOOD ORDERING PATTERNS

Does the movie start time have an affect on food orders?



CUSTOMER ORDERING AND SPEND

From Pre-Show through End of Feature

Percentage of revenue generating items that were added AFTER the published start time	37%
Percentage of total revenue that was generated AFTER the published start time	39%

On an average per cap of \$20,
revenue that can be attributed
to orders placed AFTER the
movie starts



\$7.80

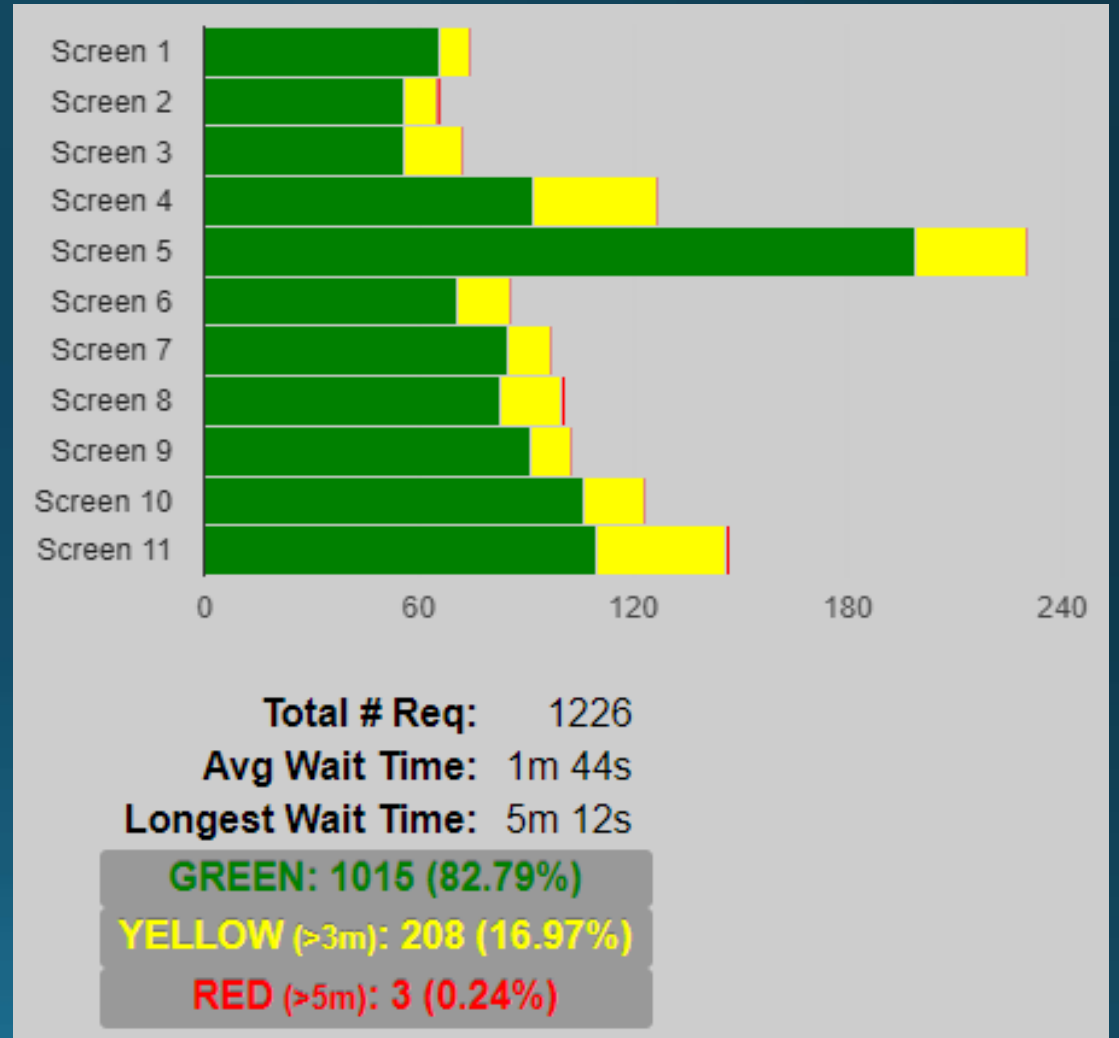
BUSY WEEKEND NIGHT

Call Button Press Analysis

Admits: **2382 (64% occupancy)**

Call Button Presses after movie starts: **1226**

Call Button Presses per admit: **1:2 (51%)**



CALL BUTTON AFFECT ON REVENUE GENERATING ITEMS

Percentage of **non-revenue generating** items added **AFTER** movie starts

- Items like free refills or water that are added to tab but contribute to a better service experience

18%

If **\$7.80** additional revenue is generated **after** the movie starts, roughly **82%** of call button presses can be directly correlated to a new food or beverage order



*Studies have also shown that customers will order **30%** less if the order is not taken by a person*

Daily Summary Email Report

Nightly Service Report

Below is a summary of the activity for 10-27-2019.

For the complete CallConnect report online, visit... [Link](#)

Theater Sales Summary

Sales

Gross Sales: \$30,133.21
Total Net Sales: \$28,027.73
Dine-In Per Cap: \$21.75
PPA: \$32.02

Box Office

Net Tickets: \$8,466.65
Sales Tax: \$529.17
Gross Tickets: \$8,995.82
Internet Fees: \$671.65

Dine-In

Food: \$10,556.44
Dessert: \$693.03
BWL: \$3,354.50
NA Bev: \$1,422.31
Misc+Merch: \$0.00
Fees: \$0.00
Gift Cards: \$155.00
Sales Tax: \$1,062.60
Theater Dine-In: \$18,171.69
Other Dine-In: \$2,294.05
Total Dine-In: \$20,465.74
Transactions: 523 (386 aud)
Guests: 523 (386 aud, 41% of occ)
Covers: 0 (0 aud, 0% of occ)

Admits

Dine-In: 941/3403
Occupancy: 28%

Payroll

Payroll/Sales % 13%
Total: \$3,518.71
Emp: 71
SPLH: \$62.41

Non-Cash

Comps: \$513.71
No Fault - Guest Comps: \$0.00
No Fault - Internal Comps: \$0.00
Fault Comps: \$0.00
Staff Meal Comps: \$0.00

Theater Service Summary

Total # Req: 334
Avg Wait Time: 1m 9s
Longest Wait Time: 3m 21s

GREEN: 330

YELLOW: 4

RED: 0

Screens

Screen 1 Service Summary

Occupancy %: 38% (193/508)
Food Sales: \$3,628.40 (\$18.80/Ticket)
Food Transactions: 89
Guests: 89 (46% of occ)
Covers: 0 (0% of occ)

Total # Req: 75

Avg Wait Time: 0m 55s
Longest Wait Time: 2m 14s

GREEN: 75

YELLOW: 0

RED: 0

[Click for showing details for Screen 1](#)

Screen 2 Service Summary

Occupancy %: 24% (103/432)
Food Sales: \$2,071.10 (\$20.11/Ticket)
Food Transactions: 41
Guests: 41 (40% of occ)
Covers: 0 (0% of occ)

Total # Req: 43

Avg Wait Time: 1m 12s
Longest Wait Time: 2m 32s

GREEN: 43

YELLOW: 0

RED: 0

[Click for showing details for Screen 2](#)

Films

Zombieland: Double Tap Service Summary

Dine-In Occupancy %: 20% (229/1174)
Other Occupancy %: 0% ()
Total Occupancy %: 20% (229/1174)
Food Sales: \$4,678.21 (\$20.43/Ticket)
Food Transactions: 104
Guests: 104 (45% of occ)
Covers: 0 (0% of occ)
Total # Req: 78
Avg Wait Time: 1m 19s
Longest Wait Time: 3m 3s

GREEN: 77

YELLOW: 1

RED: 0

[Click for showing details for Zombieland: Double Tap](#)

The Addams Family Service Summary

Dine-In Occupancy %: 52% (173/331)
Other Occupancy %: 0% ()
Total Occupancy %: 52% (173/331)
Food Sales: \$3,121.02 (\$18.04/Ticket)
Food Transactions: 54
Guests: 54 (31% of occ)
Covers: 0 (0% of occ)
Total # Req: 47
Avg Wait Time: 1m 4s
Longest Wait Time: 2m 23s

GREEN: 47

YELLOW: 0

RED: 0

[Click for showing details for The Addams Family](#)

Joker Service Summary

Dine-In Occupancy %: 61% (239/395)
Other Occupancy %: 0% ()
Total Occupancy %: 61% (239/395)
Food Sales: \$4,397.70 (\$18.40/Ticket)
Food Transactions: 110
Guests: 110 (46% of occ)
Covers: 0 (0% of occ)
Total # Req: 97
Avg Wait Time: 1m 2s

Showings in Screen 1

Zombieland: Double Tap 12:00 PM Screen 1

Occupancy %: 22% (28/128)
Food Sales: \$604.07 (\$21.57/Ticket)
Food Transactions: 12
Guests: 12 (43% of occ)
Covers: 0 (0% of occ)
Total # Req: 9
Avg Wait Time: 1m 12s
Longest Wait Time: 2m 14s

GREEN: 9

YELLOW: 0

RED: 0

Joker 3:00 PM Screen 1

Occupancy %: 61% (76/124)
Food Sales: \$1,552.57 (\$20.43/Ticket)
Food Transactions: 40
Guests: 40 (53% of occ)
Covers: 0 (0% of occ)
Total # Req: 32
Avg Wait Time: 0m 46s
Longest Wait Time: 1m 52s

GREEN: 32

YELLOW: 0

RED: 0

Joker 6:30 PM Screen 1

Occupancy %: 66% (84/128)
Food Sales: \$1,314.75 (\$15.65/Ticket)
Food Transactions: 34
Guests: 34 (40% of occ)
Covers: 0 (0% of occ)
Total # Req: 32
Avg Wait Time: 0m 59s
Longest Wait Time: 2m 11s

GREEN: 32

YELLOW: 0

RED: 0

Maleficent: Mistress of Evil 9:55 PM Screen 1

Occupancy %: 4% (5/128)

Standard Reporting Dashboard

Grade

B+

Sales: +
Service: +++
Comps: +
Payroll: +
Occupancy: -

Occupancy

51%

Sold/Avail: 2646/5200
Dine-In: 50.88%
2646/5200

Weather

Temp: 48/65
Precip: 0.0in

[Occ/Emp Report](#) [Span Report](#)

Apr 23, 2016

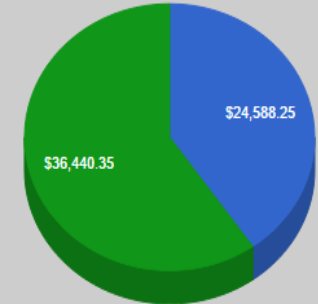
Last updated Apr 29, 2016 12:56:02 PM

Sales

Gross Sales: **\$61,028.60**
Net Sales: \$55,530.02
Dine-In Per Cap: \$13.77
PPA: \$23.06

Tickets

Gross: \$24,588.25
Net: \$22,714.32
Tax: \$1,873.93



● Dine-In Tickets ● Dine-In

Food/Beverage

Total Dine-In: \$36,440.35

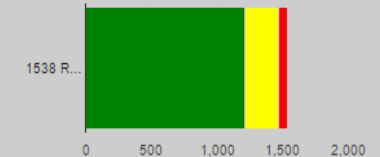
Films **Screens**

Screen	Tix Rev	Sales/Tix	Sold	# Shows	Occ %
Screen 1	\$5,200.75	\$12.44	590	4	67.35%
Screen 10	\$3,308.75	\$12.64	371	5	33.88%
Screen 3 DBOX	\$2,752.50	\$12.33	313	4	84.14%
Screen 5	\$2,772.75	\$11.47	258	4	62.02%
Screen 7	\$2,444.00	\$13.42	255	4	40.09%
Screen 2	\$2,251.75	\$11.26	249	5	53.55%
Screen 4	\$1,867.50	\$14.26	192	4	45.71%
Screen 6	\$1,611.75	\$12.95	166	4	44.15%
Screen 9	\$1,251.00	\$12.20	135	4	49.63%

Service

Total # Req: 1538
Avg Wait Time: 2m 0s
Longest Wait Time: 9m 28s
GREEN: 1209 (78.61%)
YELLOW (>3m): 256 (16.64%)
RED (>5m): 73 (4.75%)

Click for more details...



Payroll

12%

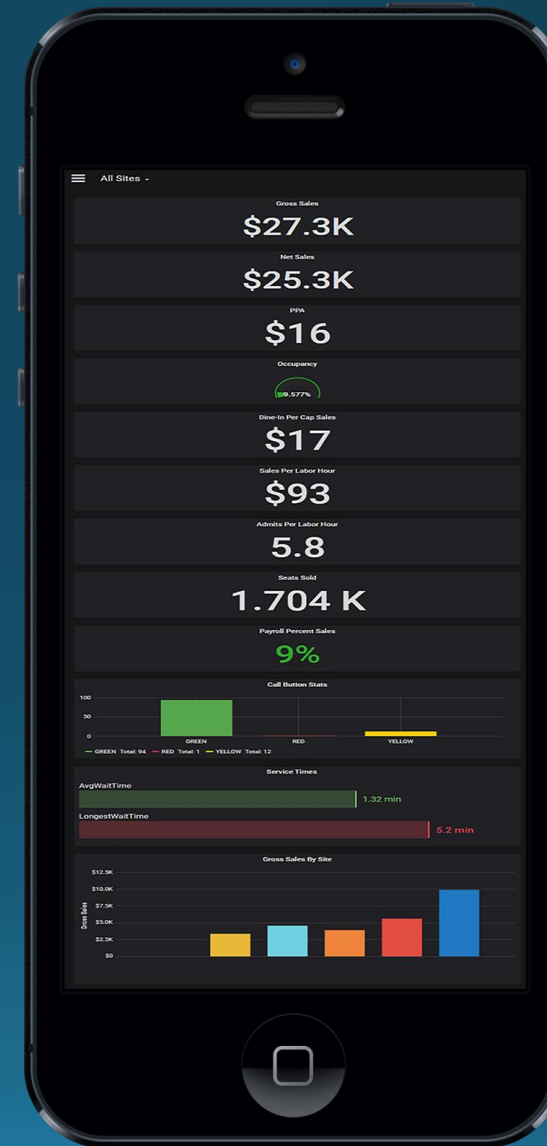
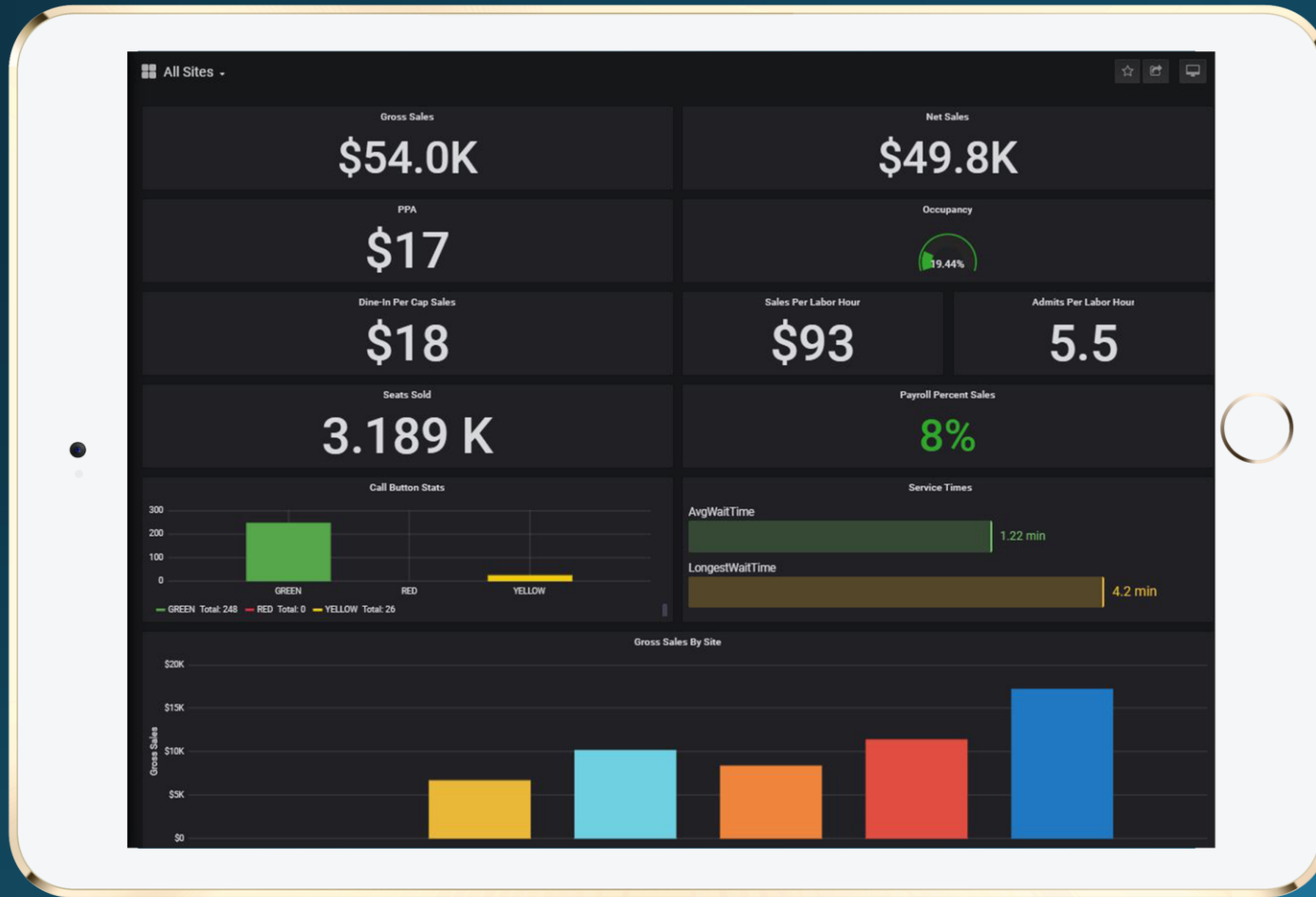
Total: \$7,063.11 +
Emp: 146

Food/Beverage

Food: \$24,432.08
BWL: \$5,787.70
NA Bev: \$4,901.74
Misc+Merch: \$28.16

Sales Tax: \$2,836.12
Comps: \$788.53
'Bad' Comps: \$441.60
Orders: 1198
Total: **\$36,440.35**

Recently Added New Feature: Reporting Dashboard with Multi-Site View



Rollup of data across multiple sites

- Optimized for tablets and mobile phones
- Displays multiple sites on a single view
- Customized based on your business need

Enhanced Reporting Dashboard

Real time snapshot of site operations



- Sales
 - Total sales
 - Per sap sales
 - Ticket sales by film
- Payroll
 - Payroll percentage of sales
 - Sales per labor hour
 - Punched in employees
- Trending Analysis & Metrics
 - Service stats
 - Future occupancy trends
 - Service quality efficiency
 - Heat Maps
- Custom Fields
 - Ability to customize data or metrics based on your own business needs

Gathering data about your customer

iPad 11:04 AM 31%

New Product Questionnaire

1 question

From time to time we like to find out how we can improve our menu. You can help us do that and get a gift for doing so.

Answer all the questions, then choose your gift.

What is your favorite new item? [Answer](#)

Select your gift! [Choose](#)

What is your favorite new item?

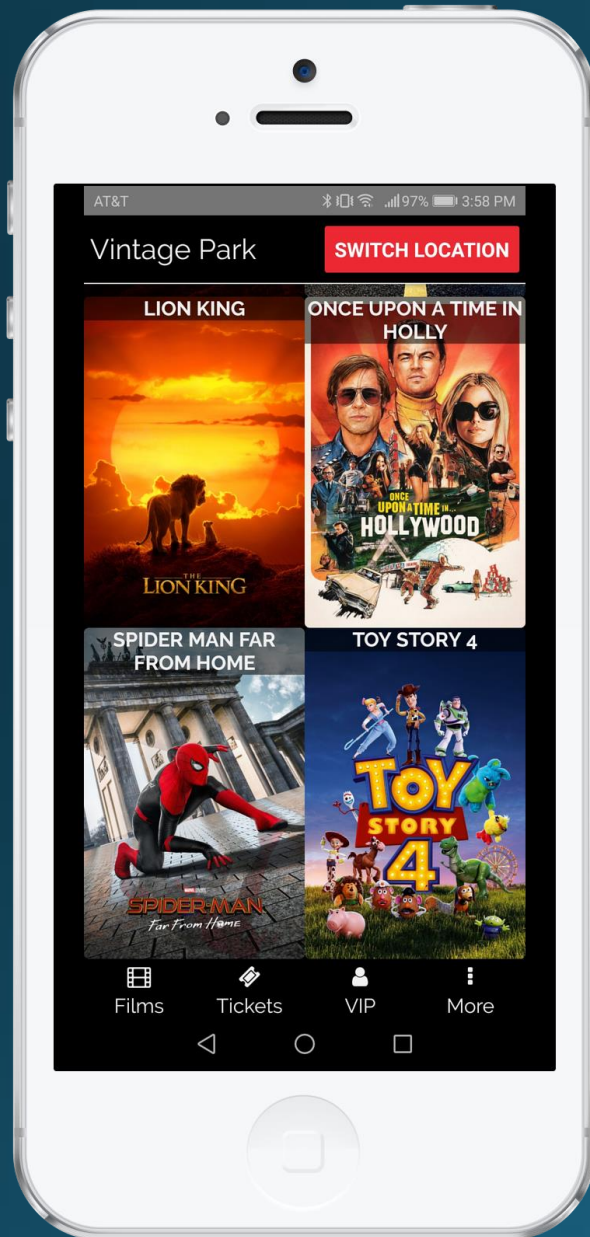
Ultimate Butter Blowout PorpKern

Chet's Meatloaf Salad Supreme

Southwest Feedbag feat. Speed Holes (tm)

Ryan's Plain & Dry Hamboringer

[Cancel](#) [Decline](#)

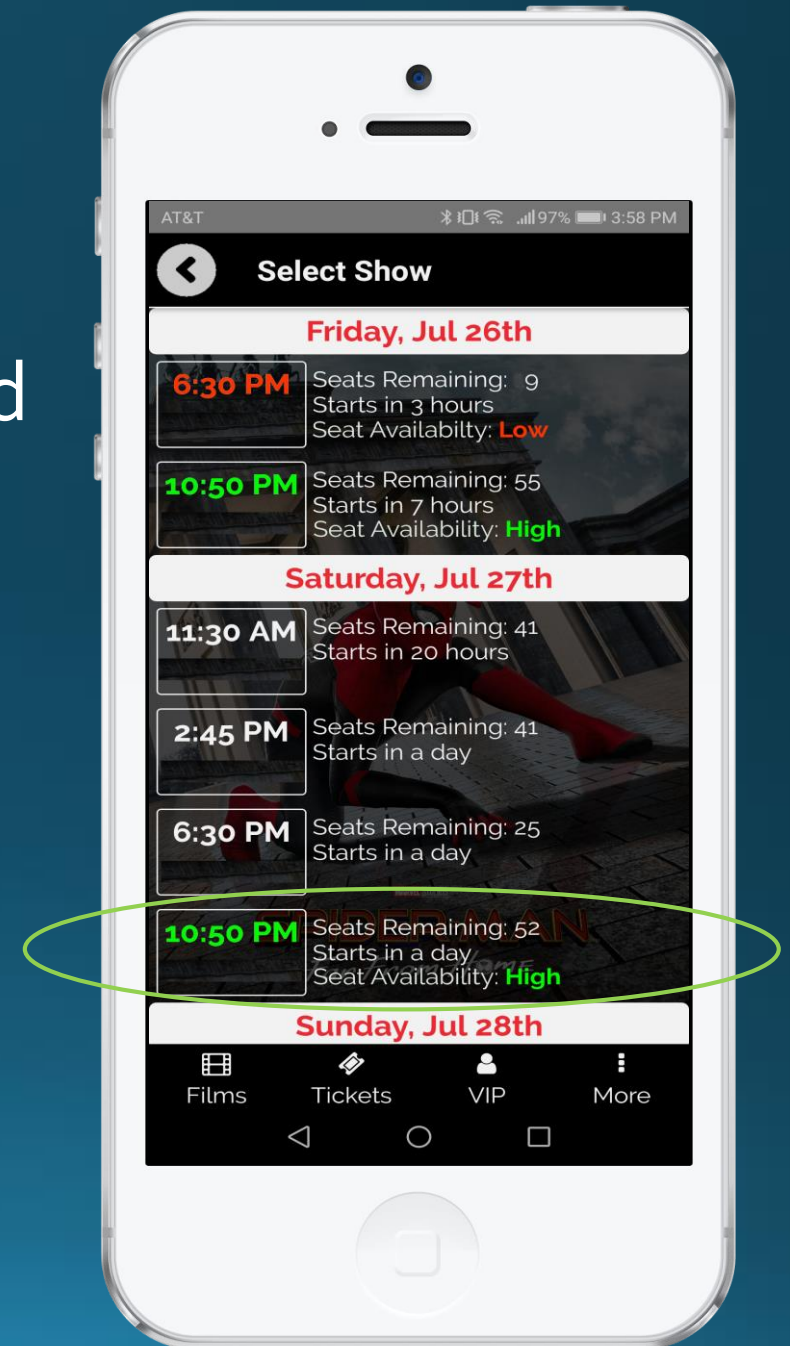


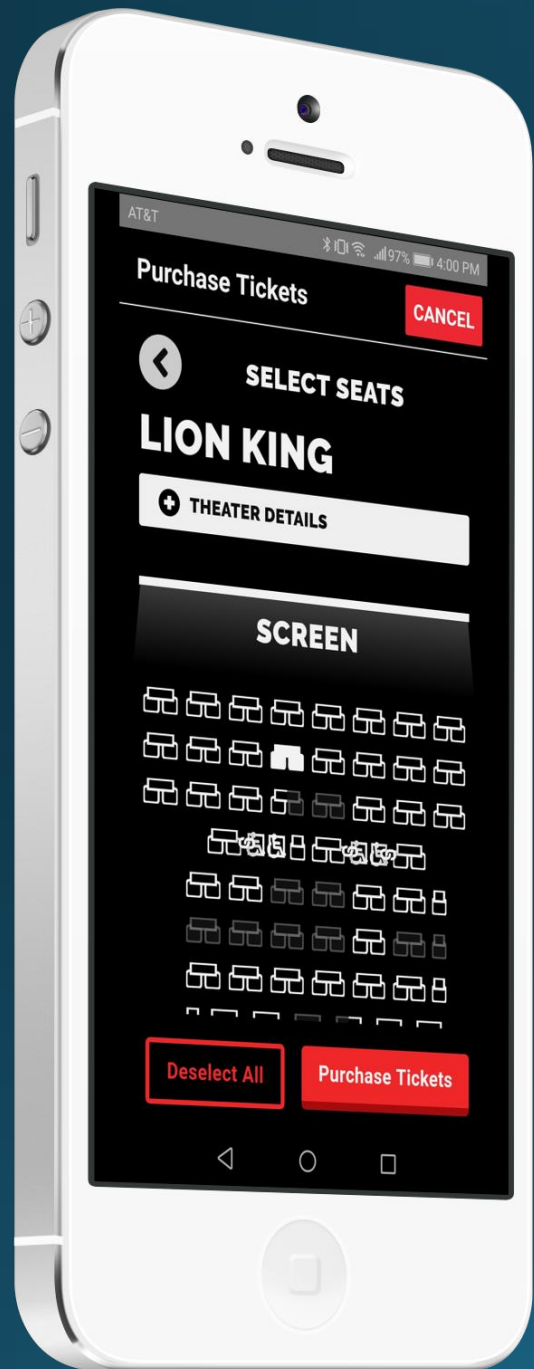
Customers will be immediately presented with a list of movies

Relevant information about each available showing allows customers to make informed decision

Customer selects show depending on their desired criteria

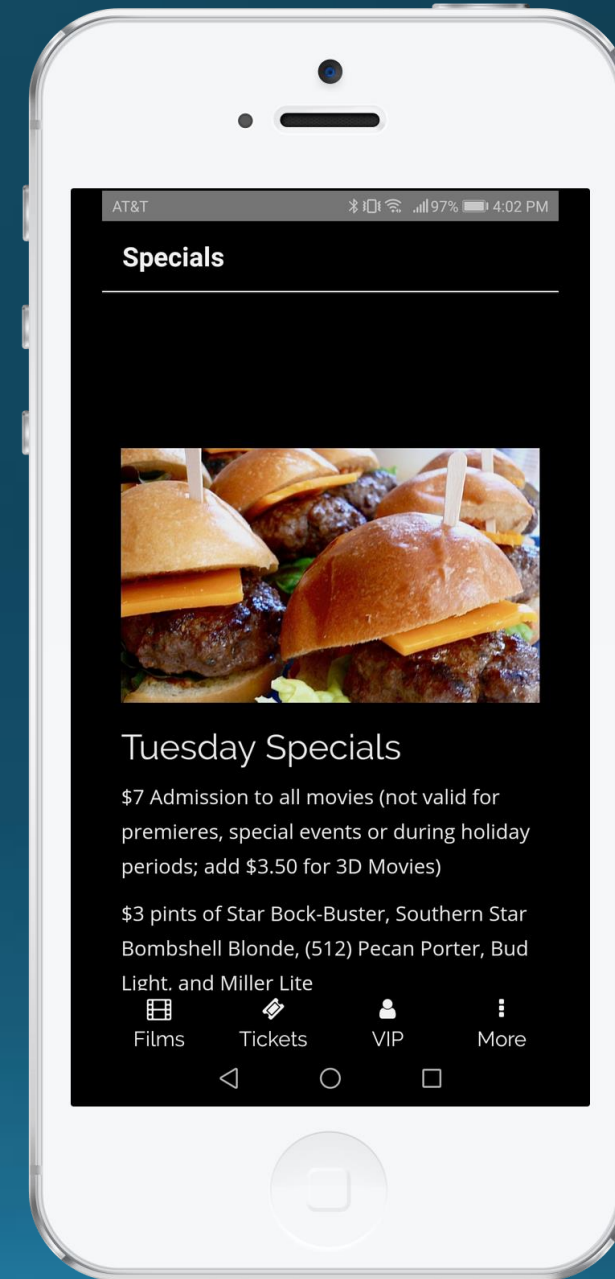
- Start time
- Seat Availability

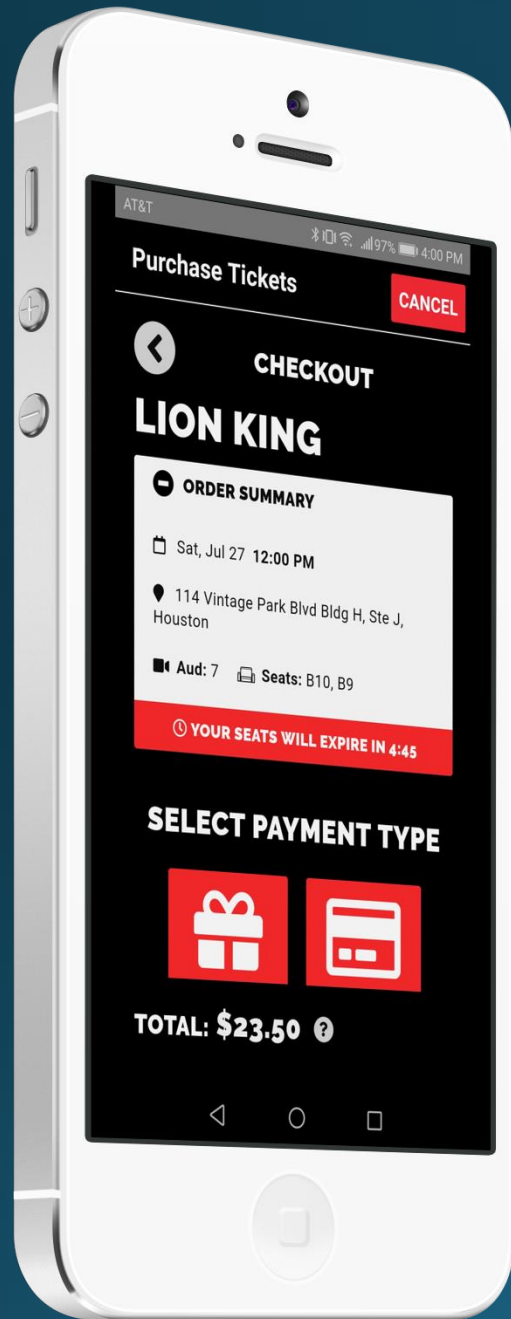




Customer selects available seat from seat map

After seat selection, customer is presented with relevant offers based on their profile



























Intuitive checkout process with order summary

EVOLUTION OF SERVICE

Venue Valet is positioned to stay ahead of the curve with insight to future trends in Dine In Cinema and Service Partnerships

- Next generation food ordering
- Eco system partnerships for additional revenue generation

Digital Signage Guides Customers Through Your Desired Experience

 <p>ANGEL HAS FALLEN</p> <p>SHOWTIMES  </p> <p>12:30 4:00 7:30 9:00</p>	 <p>DORA AND THE LOST CITY OF...</p> <p>SHOWTIMES  </p> <p>12:00 3:30 6:30 10:55</p>	 <p>GOOD BOYS</p> <p>SHOWTIMES  </p> <p>1:45 2:00 4:45 7:30 9:30</p>	 <p>READY OR NOT</p> <p>SHOWTIMES  </p> <p>12:00 4:25 8:00 9:30</p>
 <p>APOCALYPSE NOW FINAL CUT</p> <p>SHOWTIMES</p> <p>7:00</p>	 <p>FAST & FURIOUS PRESENTS: ...</p> <p>SHOWTIMES  </p> <p>11:30 3:45 6:00 10:30</p>	 <p>ONCE UPON A TIME IN HOLLYWOOD</p> <p>SHOWTIMES  </p> <p>12:30 3:00 7:00 9:15</p>	 <p>SCARY STORIES TO TELL IN ...</p> <p>SHOWTIMES  </p> <p>10:55</p>



2

RATED R
6:25

DOORS OPEN IN 5 MIN



DESPICABLE ME 3
10:30
SEATING BEGINS AT 10:00
THEATER 6

CARS 3
10:00
DOORS CLOSE IN 2 MIN
THEATER 7

DRAFT BEER

DOMESTIC

Bud Light
Miller Lite

FEATURED BEER

Star Bock-Buster

PREMIUM

Blue Moon
Dos Equis
Stella Artois

CRAFT

512 Pecan Porter
8th Wonder Hopston
Austin East Ciders Pineapple
Buffalo Bayou 1836
Karbach Rodeo Clown
Karbach Seasonal
Real Ale Firemans #4
Saint Arnold White Noise
SS Bombshell Blonde
SS Buried Hatchet
Spindletap Honey Hole
Stone Arrogant Bastard



TEAM BULLETIN BOARD

Today is: Monday, May 6
Current Occupancy: 73%

Theater Manager on Duty: Karla Simkus
Restaurant/Bar Manager on Duty: Brian Peterson

This is the second week of Avengers. We are looking for team members to pick up extra shifts, please see your manager if you have availability.

Pick up a shift please!
or else...



Movies Opening This Week



Key Events This Week

- May 6 Texas Food Handlers License Renewal
- May 7 All Hands meeting, 9:00 am
- May 10 New menu item samples in kitchen
- May 11 Employee survey will be sent

HAVE A GREAT REST OF THE WEEK!

Employee Spotlight

Corey Davidson

Bartender

Joined Alamo: 2016

Favorite Movie: Blues Brothers

After Hours Scene: Zilker Park Volleyball

What Motivates Me at Alamo: "I love being a part of the Austin community and watching us grow with the city."



MIDWAY



SMART SEAT INTEGRATION OPPORTUNITIES

How will Smart Seats play a role in next generation cinemas?

- Opening/Closing chairs automatically but with purpose (open those that need cleaning or to limit stops)
- Discovering the status of chairs (unplugged, broken, etc.)
- Knowing which seats are occupied
- Essential motor statistics and service interval information