

A comprehensive cinema digital signage solution for Golden Village



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Golden Village Multiplexes is the largest cinema operator in Singapore, controlling almost 70% of the entire market share.

Golden Village was established to develop and operate modern, luxurious multiplex cinemas. Golden Village's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, Golden Village has a reputation of offering more choice, comfort and convenience at its cinemas.

Golden Village also offers to patrons:

- An unmatched variety of movies to choose from at convenient screening times throughout the day so that patrons can walk in at practically any time of the day to catch a movie.
- Supported by a central computerised system, Golden Village movie tickets can be bought via an integrated telephone system, internet buying facility and also at all AXS stations located island-wide. The ticketing system automatically selects the best seats available at any one time although patrons may choose their own seats via our Internet booking facility.

The Challenge

A leading cinema chain with such advanced technology needed a similarly advanced digital signage network solution.

They needed a system that could not only be controlled and managed centrally across numerous sites operating almost around-the-clock, but also integrate seamlessly with GV's custom venue management and ticketing system for real-time updates of session times and ticket availability.

(continued overleaf)

“Specialising in state-of-the-art digital signage solutions, Signbox Microsystems can transform the way your company communicates.”

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Signbox Case Study

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The Decision

Since 2004, Golden Village has chosen Signbox Microsystems to install and maintain its digital signage network across the country.

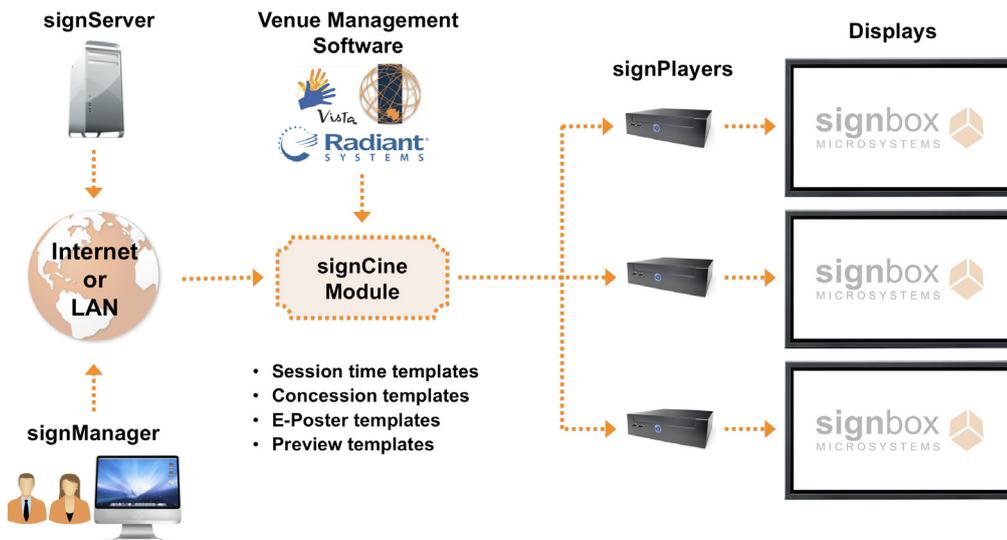
The Solution

The Signbox system drives e-posters, candybar menus, and session time displays from a central web-based management console. Given that the system has essentially infinite expansion capacity, it has smoothly accommodated GV's continued expansion over the years.

By using Signbox's signCine Module, the system integrates seamlessly with GV's proprietary venue management and ticketing system to provide the patrons with real-time session information such as scheduling and ticket availability. The signCine Module can connect seamlessly to all major venue management software systems.

The Signbox solution is highly flexible so it is able to manage and control not only the numerous LCD panels that make up the majority of GV's sign count, but also specialised signage like LED light boxes, matrix video walls and recently a full-sized Barco projector used to display a huge advertising image in the foyer of the cinema complex.

Signbox signCine Module



About Signbox Microsystems

Specialising in state-of-the-art digital signage solutions, Signbox Microsystems can transform the way your company communicates. Signbox Microsystems Pte Ltd is a Singapore based software company established in 2004. Since then, Signbox has been developing and supplying end-to-end interactive digital signage network solutions to businesses, governments, schools and other associations all across Asia.

For further information please contact Signbox Microsystems or an authorised Signbox dealer.



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