



# newmanonline

## The Browser Based Cinema Management Solution

- Access your critical information anytime, anywhere in the world from your web browser.
- Internet ticketing, call centre and touch-telephone sales work seamlessly alongside your in-house sales.
- "Buy Anything Anywhere" gives you complete flexibility in how you manage your business and means fewer queues for your customers.
- Integrates Deal Making, Scheduling, Marketing, Sales and Accounting processes, ensuring an efficient flow of information and eliminating duplication of work.
- Flexible membership and loyalty schemes, allowing you to target communications and offers to customers.
- Configurable security settings allowing you to centralise or delegate tasks such as price-setting and till layouts.
- Reports of key information emailed to you regularly and available on demand.

### Opportunity

New web and digital technologies are transforming cinema-going. Newman enables you to use these new technologies to increase revenues, profits and market share whilst decreasing operational costs.

### Challenge

Going it alone and developing your own systems can lead to disaster and the promised benefits of the web may never be realised.

Equally dangerous is choosing a client/server system that lumps you with dated technology, meaning you are unable to enjoy the benefits of switching to the web.

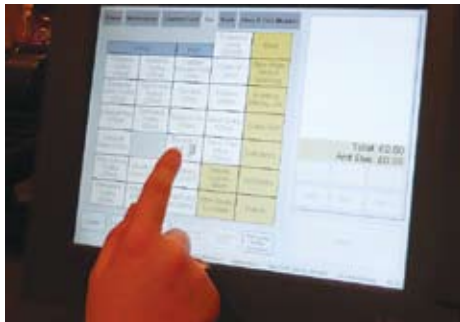
### Solution

We at Newman Online have years of experience in working with independent exhibitors in Europe and the UK. We have a proven web-based solution covering application software, e-commerce, hardware, integration and training & support.

Contact us to find out how you can use our web-based cinema management solution and start to gain the business benefits of new technology without falling prey to the many pitfalls.

## Newman Online...

manages all of your back office tasks from booking to scheduling performances and from setting prices to arranging till layouts. It also enables you to set up any number of membership and loyalty schemes.



Updated with sales information from all venues every few minutes, Newman Online provides you with real-time access to results and sales data to aid the most effective decision making. Results can easily be extracted for analysis in your spreadsheets and our standard reports can be emailed daily, weekly or monthly in Excel or PDF formats.

Newman Online can operate as a stand-alone system offering your customers the opportunity to buy tickets online. Alternatively, the system integrates with Newman Cinema to offer a total ticketing and EPOS system.

## Newman Cinema...

has a clear design coupled with touch-screen technology, which makes it simple to use - enabling you to train new staff in a matter of minutes. It is totally integrated, so that you can serve anything from any till - maximising customer service and making the most effective use of staff.

## Newman Call Centre...

works in real time, preventing clashes or double-bookings, and is an effective way of extending your customer service without taking up valuable space.



## Newman Premier...

is a suite of additional modules and is available including swipe card gift vouchers, cross-venue selling, ATMs (for ticket collection and ticket purchase), digital signage and IVR.

## Some of our customers

Oslo Kino

[www.oslokino.no](http://www.oslokino.no)

Picturehouse Cinemas

[www.picturehouses.co.uk](http://www.picturehouses.co.uk)

Curzon Cinemas

[www.curzoncinemas.com](http://www.curzoncinemas.com)

Nottingham Broadway

[www.broadway.org.uk](http://www.broadway.org.uk)



## Contact

Alastair Oatey  
Newman Online Limited  
16-18 Beak Street  
London W1F 9RD

Mobile: 07958 614 774  
[alastair@newmanonline.org.uk](mailto:alastair@newmanonline.org.uk)

## Newman Online

### Back Office

- Programme & Event Management
- Product & Till Management
- Pricing Control
- CRM
  - Campaign Management
  - Membership Management
- Circuit & Site Management
- User Management
- Business reporting

### Web presence

- Online Ticket Sales
- Non-Ticket sales
  - Membership
- Film Information

## Newman Cinema

### Point of Sale

- Ticket Sales & Collection
- Membership Sales & Renewal
- Product Sales
- Refunds
- Film Print Management
- Staff Messaging
- Cash Control

## Newman Call Centre

### Point of Sale

- Ticket Sales
- Membership Sales & Renewal
- Product Sales
- Refunds

## Premier Modules

### Swipe Card Gift Vouchers

- Sale
- Redemption
- Top up

### Cross-Venue Selling

### Automatic Ticket Machine

- Ticket Pick-up
- Ticket Purchase (*to be released*)

### Digital Signage Manager

- Trailers
- Posters
- Playing Schedule

### IVR

- 24-Hour Touch Tone Ticketing