

Everyman Cinema Club

Case Study



The Client

In 2000, young entrepreneur Daniel Broch purchased a failing cinema, the Everyman in London's Hampstead. Whilst Broch had no cinema background, he had an exceptional talent for spotting business opportunities and predicting consumer tastes. Mindful that success in the cinema business is largely about scale, his vision was to create a very different network of venues that would turn cinema-going on its head and become the jewel in the crown of his Everyman Media Group.

His vision accomplished, the Everyman Cinema Club (ECC) is all about 'the destination, customers and service' and, today, has eight venues including the Hampstead flagship. Each is a million miles away from the blockbuster and popcorn formula and from the passive experience offered by mainstream cinemas.

The concept is based upon creating an appealing and luxurious environment, then adding in 'events' such as live opera via satellite from the New York Met or a Q & A session with the director of a film being shown. Comfy armchairs and footstools add to the relaxing viewing experience and are complemented by the ECC's bespoke range of food wine and beer which, in Hampstead, is waiter-served at small seat-side tables.



"Our chosen equipment had to be reliable, price-competitive and represent new product development. The J2 580 fits the bill perfectly."

Jesper Larsen, IT Manager for Everyman Media Group

The Solution

The Benefits

- Programming the tills is an intuitive process and can be done in minutes
- The J2 580s are straightforward to use
- Speed of use means that staff can deliver responsive, quality service
- Clever design and good engineering make the J2 580s reliable and easy for users to maintain
- The tills' contemporary design and space efficiency make them at home in the stylish setting of the ECC's cinemas.

The Process

Starting with Everyman Hampstead, each acquired cinema came either without computer equipment or with standard desktop machines only. IT Manager, Jesper Larsen, went out on the market to source a brand new EPoS solution.

To support its concept of exceptional service in a stimulating environment, Everyman was looking for latest technology that would look good and deliver both high performance and value for money.

Its eventual choice of software supplier was Vista Entertainment Solutions, a leading producer of ticketing and concessions software for the cinema industry worldwide. As part of its solution, Vista then recommended J2 as its preferred hardware partner.



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The Results

The J2 580 is a new PC-based touchscreen system, launched in 2008. ECC now has 28 J2 580 units installed across the eight venues and has opted for the version with a 1.5GHz Celeron M processor. The business uses the units for both

ticket sales and food & beverage sales.

Continues Larsen: "We've had positive feedback from customers, and from our staff who find them easy to use."

Looking Forward

Over the next couple of months, ECC plans to extend its technology by trialling handheld devices. Combining an order and sale pad in one and including Chip & PIN processing, these devices will be used by waiting staff to take seat-side orders. It is planned to link the units to the J2 580s to create an integrated sales system.

Looking to the future, this dynamic business has plans to develop new venues across the country until a chain of fifty has been created. Each cinema will be based around the concept pioneered in Hampstead.

About J2 Retail Systems

J2 Retail Systems is a specialist manufacturer of PC-based touchscreens, LCD touchscreen monitors and point-of-sale hardware to the retail, hospitality and leisure industries. With 50,000+ units installed worldwide, its clients include Vue Entertainment, Greggs and Thresher Group.

By controlling its own design and manufacture, J2 has built a reputation for innovation, reliability and cost-effectiveness. Credited with introducing 'thin client' EPoS to the market, J2 uses emergent technologies wherever possible to reduce the cost of hardware ownership.

Vista Entertainment Solutions

Vista is a global leader in entertainment software solutions, focusing upon the cinema industry. Its Vista product is an integrated management tool which meets all the needs of cinema operators and streamlines the way in which cinemas and theatres are run. Vista Cinema Lite has been created for operators of 1-3 cinemas and enables them to run a small business smoothly.

Bespoke software development services

complement the mainstream product, enabling clients to select from a library of entertainment components to create an individual solution.

Established for more than ten years, Vista products are now installed in 34 countries. The company's international success is supported by multi-language versions of its software which cater for market-specific functionality and fiscal regimes.

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The J2 580



The J2 580 comes with three processor options: Celeron ULV 1.0GHz, Celeron M 1.5GHz and Pentium M 1.8GHz. The fanless 1.0GHz model offers silent operation; the other models are whisper-quiet. On the two models with higher processing power, the user can easily remove the electronics from the touchscreen 'head' when it comes to replacement or upgrade.

The J2 580 incorporates many of the features, such as flexible mounting, 95° screen tilt and support for multiple operating modes that have made the J2 560 the system of choice for scores of retailers and hospitality operators. The 580 offers fault tolerance and high-performance processing for larger point-of-sale applications.

The unit has a very small footprint for space efficiency, plus a double cash drawer. It is dustproof and has a waterproof display front. An easy slide-in hard disk drive, Compact Flash card and system board all make simple work of user maintenance.

Other options include a fingerprint technology reader to help combat till fraud and an optional secondary, customer-facing display screen for multi-media marketing. The 580's green credentials include a low power input requirement, plus RoHS and WEEE compliance.



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