**Gaumont Cinema Case Brief**

**Les Cinémas Gaumont - Pathe** operates nearly a thousand movie screens in over a hundred cineplexes across France, Switzerland and Netherlands. The company is known for using the latest technology to entertain millions of loyal customers and was an early adopter of digital projection systems, IMAX, and 3D.

This cineplex is located in the fashionable Montmartre area of Paris. Its location and modern design makes it the flagship movie theater in Paris.

Gaumont-Pathe used paper posters to advertise upcoming films. The posters were hung on the wall or placed in illuminated lightboxes. But there are several challenges with paper posters .

* They are a 19th century advertising medium competing for attention with 21st century consumers who are used to all things digital – whether it’s a smartphone, tablet, or TV. Paper posters simply do not connect with todays’ consumers.
* Paper posters are expensive to install and manage. A large cinema operator like Gaumont-Pathe has thousands of signs across hundreds of cinema locations. It is a significant logistical headache and resource drain to continually manage the process.
* And finally, in a highly competitive business like movie theaters, operators are continually trying to differentiate the movie-going experience. They are installing state-of- the-art projection systems, improving the interior design, and offering comfortable seating. Using old-fashioned posters simply does not fit with the premium movie experience.

Recognizing the limitations of paper-based signage, Gaumont-Pathe is transitioning to digital signage with Samsung large format displays.

Gaumont-Pathe chose Samsung for several reasons. Only Samsung offers:

* A wide range of commercial-grade monitors
* Thin profile monitors with small bezels
* Low power consuming LED panels
* Reliable monitors designed to operate up to 24 hours a day, 7 days a week

At this Pathe cineplex, many 80” Samsung displays, line the hallways to inform customers, about upcoming movies. The displays provide several important benefits for Gaumont-Pathe.

* They get the customer’s attention and create a stronger desire to return and see an upcoming movie.
* The advertising content can be managed through an easy-to-use Web interface by the central office or the local theater with just a click of a mouse.
* The ultra-slim chassis and slim bezel looks attractive and cantemporary

Gaumont-Pathe has also replaced the printed food menu board with digital monitors. Now, the menu board shows attractive food options and can be adjusted in real time. And customers can easily see the menu options while in line so the ordering process is streamlined.

Gaumont is so impressed with the Samsung digital signage solution that it is now in the process of rolling out the Samsung displays to its other cinemas in France.