



## At the Box Office, Telaid Receives Top Ratings from Critics For Technology Integration Services

*A top talent, Telaid streamlines mission-critical technology integrations in hundreds of theaters.*

Delivering the magic of the movies requires more than just a big screen. One of the largest operators of multi-screen movie theaters nationwide strives to maximize the moviegoer experience through streamlined operations, speedy customer service, and guest convenience. In today's world, achieving those goals requires technology. Telaid is helping this theater operator with on time, on budget technology integrations to ensure viewers have a magical movie-going experience.

### DELAYS, OFF-SCRIPT ACTING AND OVERSIZED BUDGETS PLAGUE TECHNOLOGY PRODUCTION

With more than 500 theaters across the continental US, Alaska, Hawaii, Puerto Rico, and Guam, this movie theater operator had been using small, independent, local technology integrators to handle major projects and upgrades. The quality and capabilities of those integrators varied widely, resulting in inconsistency and often, out-of-scope work. In some cases, a technology integrator would have the capabilities to effectively implement one technology but not another, forcing the theater to spend time and money identifying other resources.

Per a recommendation by a strategic technology vendor, the movie operator decided to contract with Telaid in 2008 to handle technology integrations in all stores, plus new acquisitions as they came online.

### THE MAGIC OF CONSISTENCY

Telaid's extensive technology expertise and turnkey services allowed them to immediately begin managing the theater's technology integrations and upgrades in a comprehensive, cost effective way. Major initiatives include transitioning from film to digital projectors, upgrading select POS hardware and software, upgrading infrastructure in newly acquired theaters for PCI compliance, and outfitting lobby and concession areas with wireless infrastructure.

The shift from traditional film to digital projection requires the installation of expensive digital projection equipment and the supporting hardware and infrastructure to enable download of extremely large movie files. Successful implementation requires an integrator that understands infrastructure. Telaid completes all cabling and infrastructure upgrades prior to installing digital projectors so there are no surprises or delays when it comes time to access movies.

To speed POS upgrades, Telaid receives POS equipment at its Technology Staging Center (TSC) where devices are preconfigured, staged and imaged to theater-specific settings. Equipment is then palletized, labeled and shipped to arrive on-site simultaneously with a Telaid installation technician. Qualified, trained technicians then replace the old technology with the new and perform all necessary set-up and testing. In other cases, a software upgrade is all that is required and is simply handled by the technician on site for maximum speed and cost savings.

Since the Payment Card Industry Data Security Standards (PCI DSS) were mandated in 2006, compliance is a requirement for any business handling credit card information. Regal relies on Telaid to ensure that newly acquired theaters are PCI compliant. To ensure that every transaction made from pin pad terminals and POS devices is secure, Telaid runs cable connecting payment terminals through a conduit and terminates it in secure cabinets, making payment information accessible exclusively to authorized personnel.

Telaid also handles wireless infrastructure in theaters across the United States. Wireless gives theater staff the flexibility to handle ticketing and scanning from any location within the lobby area, speeding transaction time and minimizing customer wait-times. Wireless also contributes to a superior customer experience and offers convenience, as customers can review movies and purchase tickets on their phones.

In all cases, Telaid's technical expertise, proven best practices and qualified technicians ensure consistency across all theaters and technologies that work properly and support operations from day one.

### TELAID IS A BOX OFFICE HIT

Premiering new technologies at a rapid pace, this major theater operator is running with efficiency, speed and security. The new technology investments have contributed to operational improvements and cost-reducing capabilities such as improved access to films, increased flexibility to screen the most popular movies on multiple screens, and elimination of staff dedicated to monitoring film reels. Wireless and POS upgrades offer more modern, flexible operations with mobile ticketing options, while PCI compliance reduces the risk of sensitive customer data breaches and non-compliance fines. Critics agree that Telaid's asset lifecycle management services are a box office hit!

## ABOUT TELAID

A trusted enterprise technology integrator for more than 35 years, Telaid reduces time, task, cost and risk associated with complex technology deployments. Telaid makes IT simple with rapid rollouts, asset lifecycle management and managed IT services so you can make the most of your technology assets from cradle to grave. Telaid deals with all the technologies in your business, from wireless to physical security solutions, infrastructure and cabling to emerging IoT and analytics. Supplement your IT team with an experienced, capable resource that helps you advance your business objectives.

### Telaid can handle your complex, enterprise technology rollouts.

To learn more about Telaid and our capabilities, or to speak with one of our experts, contact us:

E) [inquiry@telaid.com](mailto:inquiry@telaid.com)  
T) **800.205.5556**

Or Visit [www.telaid.com](http://www.telaid.com)

