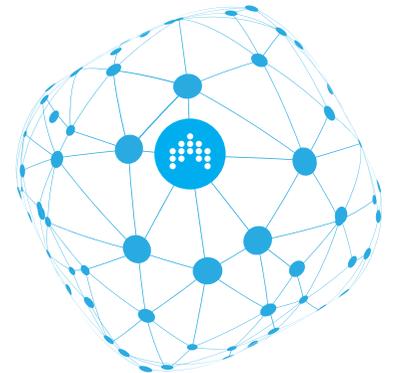# the link

VIRTUAL THEATRE NETWORK

What is The Link?
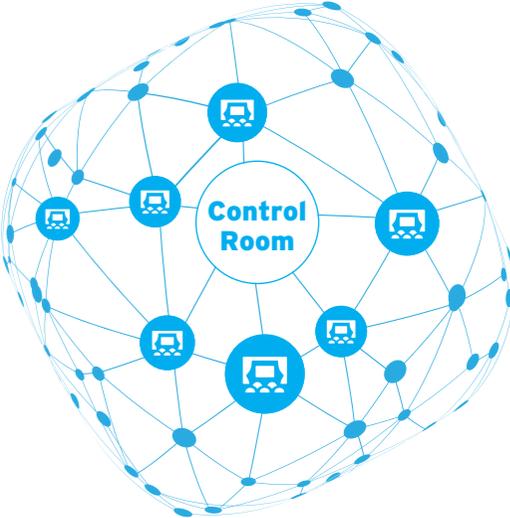
Control what you play on every screen - virtually

Your theatre network made virtual, The Link is the Middle East's first fully-managed theatrical content delivery system. The revolutionary service aims to provide film exhibitors and distributors with a more controlled, time-efficient and cost-effective means of managing the flow of content to audiences region-wide.

An integrated solution for all theatres

The days of time-consuming manual tasks and redundant manpower are long behind us. The Link dramatically simplifies theatrical exhibition, migrating existing cinema circuits from a collection of individual multiplexes to an integrated network of screens.

Built by the industry, for the industry

Designed from the ground up by industry experts with decades of experience in the local market, The Link uses secure encrypted servers on a fiber optic backbone provided by Etisalat. The service has already proven to be a success, its implementation throughout the region's largest chain of cinemas (Novo Cinemas) having shown outstanding results.

Control Room

the link

What you get

THE DISTRIBUTOR

The Link provides several unique advantages to distributors both within the GCC and overseas:

- A full movie (DCP) securely transmitted and ready for playout at each and every connected site within hours of initiating the transmission, resulting in dramatic savings in distribution costs.

- Ancillary services such as subtitling and censoring, implemented as supplementary packages, transmitted and programmed in minutes.

- Complete end-to-end KDM management as web services or on a distributor dedicated portal. KDMs can be routed automatically to their respective servers, even by regular email.

- Real-time monitoring of operations and ticket sales. Distributors receive statistics, compounded or in real time, on a title's box office performance across a large number of screens.

Authorised Personnel Only

1 2 3 4 5 6 7 8

THE EXHIBITOR

- Dedicated VPN means total isolation from other circuits and potential competitors.

- Show scheduling and programming for any number of screens from a central NOC.

- Real-time equipment, environment and security monitoring. In addition, VPF operators may access server log files in real time.

- Alternative content and digital signage: distribution and playback in real time.

- All types of advertising programming, including "on auction."

- Ticketing with real-time monitoring of ticket sales and collated box office reports.

- Telecommunications: fixed and wireless local communications (IP telephony), and centralised firewalled internet access.

- Simplified, integrated connections (VoIP, data, video) between individual sites and HQ.

- Endlessly adaptable, The Link offers exhibitors a diverse range of possibilities, from integrated call centre to virtual tellers.

How The Link serves you

Discover the benefits to your business

controlled
A dedicated Control Booth ensures that your monitoring information is accessible only to you. What's more, the "webbed" nature of the network means that each individual site is capable of transmitting to others in the unlikely event of Control Room malfunction.

time-efficient
Cut distribution time from weeks to hours and receive monitoring reports instantly. Real-time box office reports make it possible to react more quickly to performance results and make the necessary changes to cinema programmes across the network.

cost-effective
With DCP shipping and cloning costs removed from the equation, film distributors will feel the positive effects of The Link immediately. For exhibitors, the need for on-site projectionists becomes a thing of the past, dramatically reducing staff costs.

| MOVIES | TRAILERS | ADVERTISING | VIDEO SURVEILLANCE |
| PROJECTORS | SOUND | LIGHTS & AIR CONDITIONING | TICKETING & CALL CENTRE |

the link
VIRTUAL THEATRE NETWORK

Technically speaking

HOW THE LINK
WAS BUILT

The Link is a managed service using secure encrypted servers on a fiber optic backbone. The service was desiged to operate completely independently from any particular distributor or exhibitor.

A generic build unhampered by vendor-specific limitations, The Link interface is based on open source code and can easily by maintained and upgraded.

Controlling the operating status of hundreds of screens and theatre peripheral parameters such as air conditioning, safety, security and the network itself requires real-time monitoring and predictive tools provided by NETWORK DISPLAY SUITE™ (N.D.S.™).

Automatic end-to-end delivery of DCP – digital cinema packages – using ExpeDat from DATA EXPEDITION INC.® (DEI®). Patented MTP™/IP technology uses unique flow-control and error recovery algorithms to achieve high network efficiency across all IP networks, ensuring a seamless delivery of each incoming DCP.

Integrated telecommunications services: VoIP, video, data.

IP multicast-enabled for simultaneous DCP transmissions.
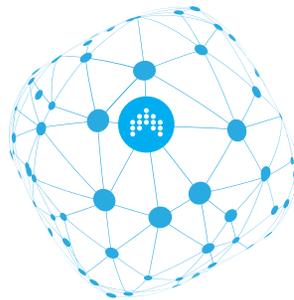
Contact us

The Link
t: +9714 262 3964
e: info@thelinkVTN.com
PO Box 81956, Dubai
United Arab Emirates

the link

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info@thelinkVTN.com