MTC-MODULAR

MediaTimeControl
YOUR TIMEBASED PRESENTATION-SYSTEM

TICKET OFFICE AND THEATRE INFORMATION

EVENT STREAMER AND USERCONTROL

ADMINISTRATION AND STREAMER LISTS

MTC-BASIC

PREMIUM PLANNING

REPORTING

Status: 05/2018

Become a member of our

MediaTimeControl
YOUR TIMEBASED PRESENTATION-SYSTEM

community!

How many
reasons do
you need?

The easiest way to
present your media.

Flensburg
Langeoog
Wilhelmshaven
Hamburg
Buchholz
Vechta
Damme
Rahden
Bad Oeynhausen
Paderborn
Duisburg
Bochum
Arnsberg
Kassel
Neuss
Düsseldorf
Hürth
Gießen
Sulzbach
Hanau
Darmstadt
Aschaffenburg
Kaiserslautern
Mannheim
Bad Mergentheim
Rothenburg
Bruchsal
Baden-Baden
Offenburg
Lahr
Berlin
Potsdam
Dessau
Cottbus
Leipzig
Dresden
Gera
Vilsbiburg
Erding
München
Rosenheim
Wien
Graz

Table of contents

Key to symbols for licence packages:

Symbol	Package
	Complete package
	MTC-Basic
	Tickets office and theatre information
	Event streamer and UserControl
	Administration and streamer lists
	Premium planning
	Reporting

TICKET OFFICE AND THEATRE INFORMATION

EVENT STREAMER AND USERCONTROL

ADMINISTRATION AND STREAMER LISTS

PREMIUM PLANNING

MTC-BASIC

REPORTING

Terms

Gate PC: Central management computer in the cinema or on the VM; all streamers are connected to it.

Streamer: Manages the "visible" part of the MTC system; all content is issued by the streamer PCs.

MTC internetserver: Central management computer of null821 at a renowned data centre in Nuremberg
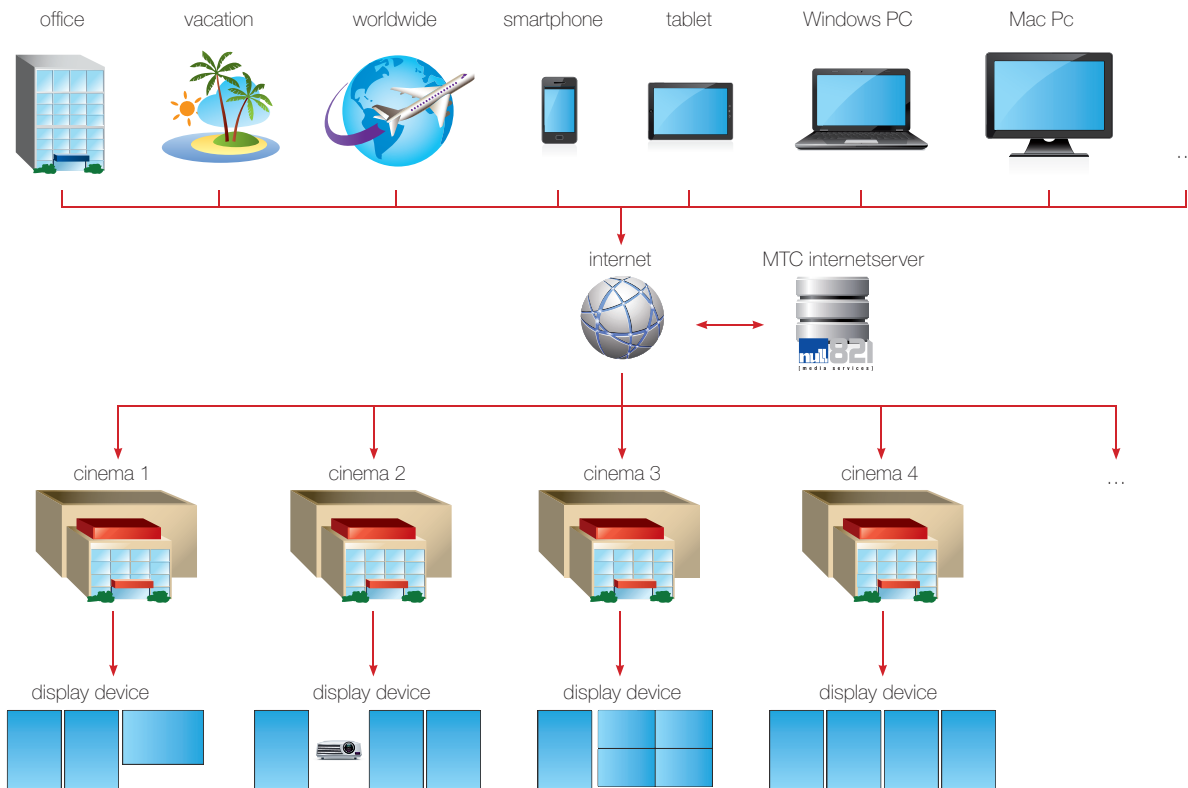
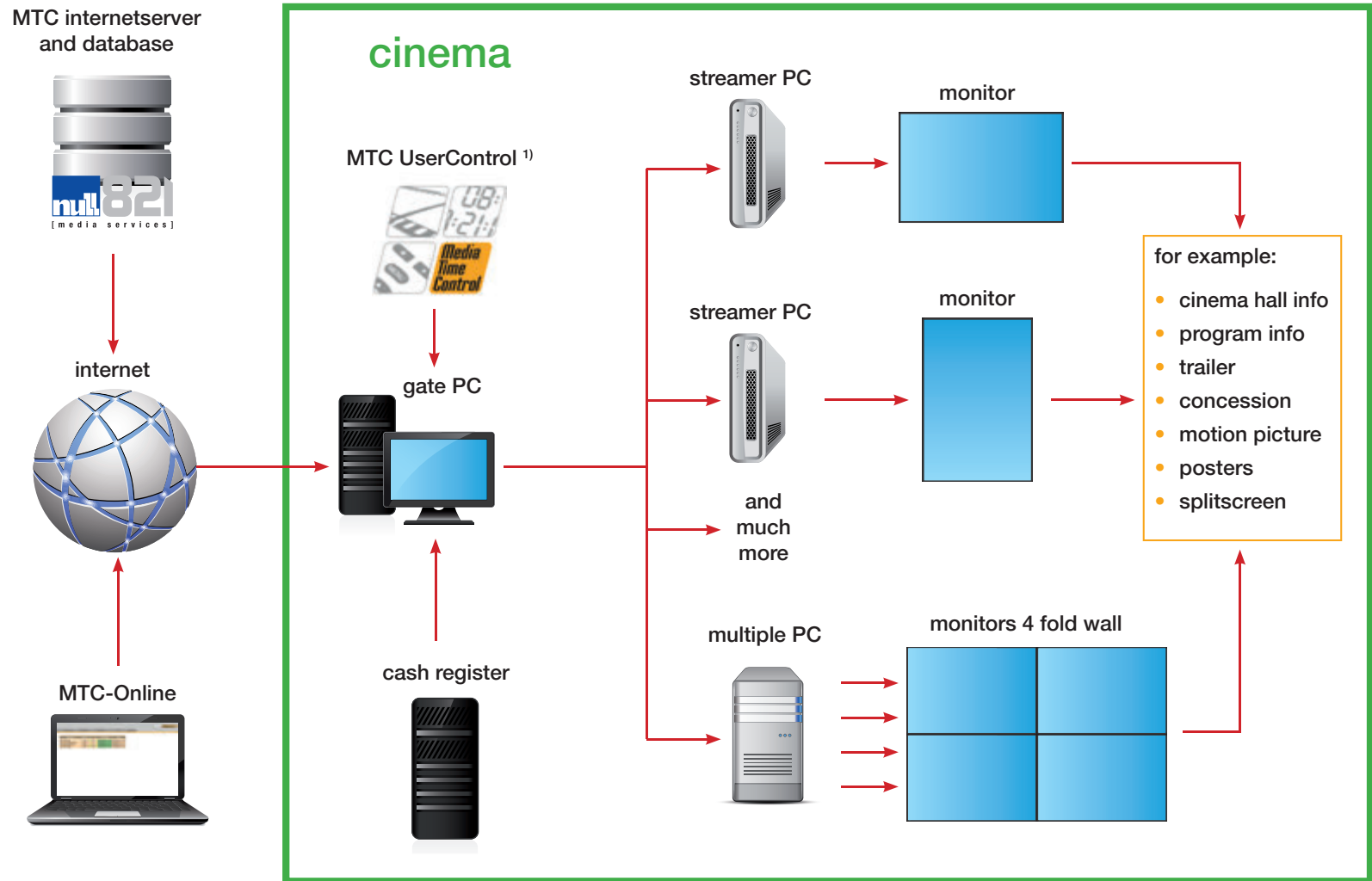# What is the MediaTimeControl system?

Timed monitor system

"MediaTimeControl" enables you – even far in advance – to comfortably administer an unlimited amount of media (movies, animations and graphic arts with or without text inserts) at any time and to create detailed playlists which can all be presented in your desired timeframe on one or more individually recordable playing units. Even on the road internet access suffices!
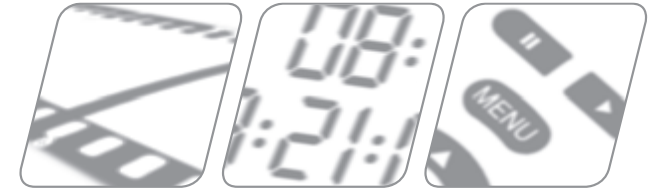
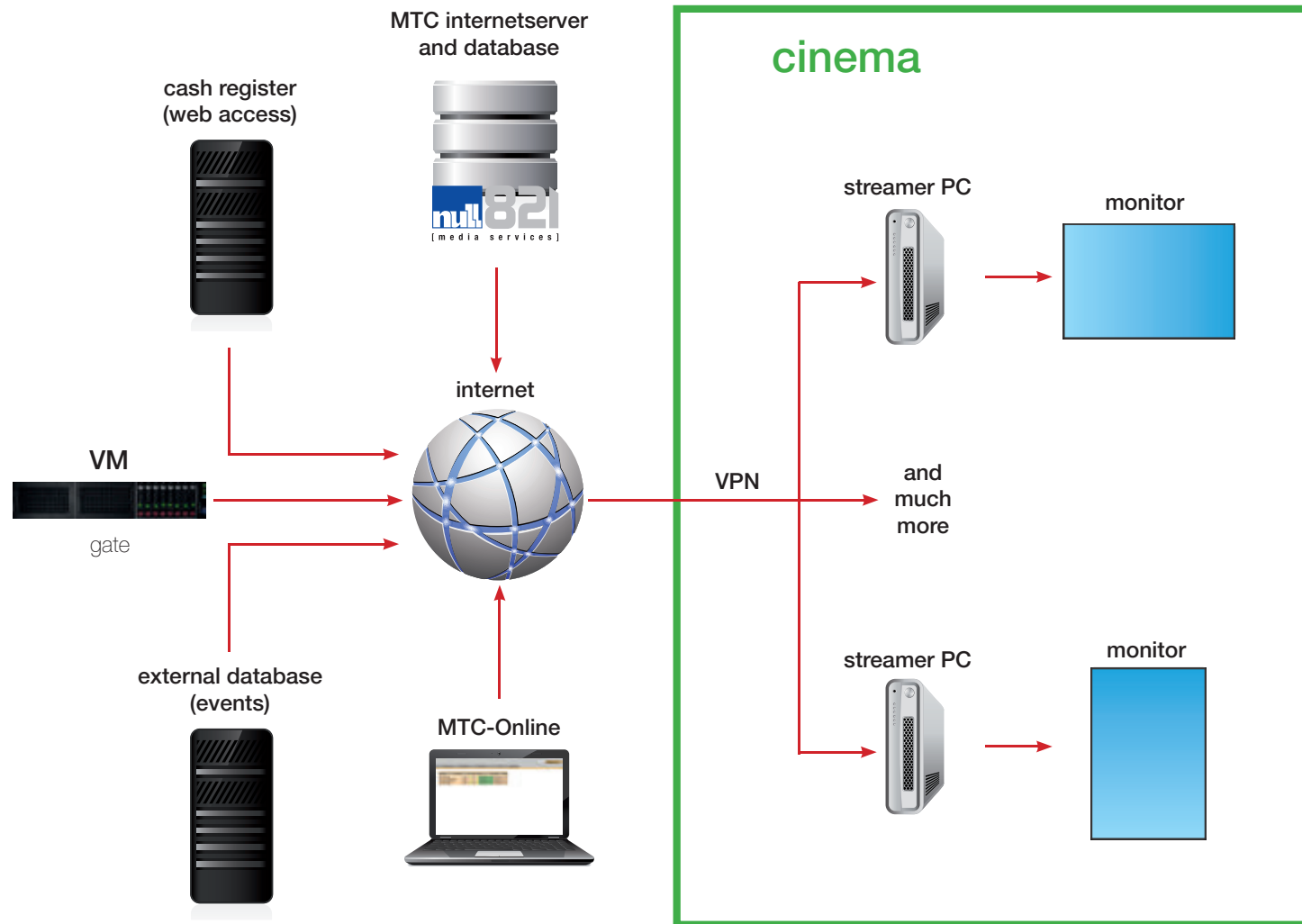## Conditions for MTC operation

The MTC system is an internet application usable worldwide. A common internet browser is sufficient. In this way the MTC system can be navigated via Windows PC, Mac, tablet or Smartphone. Thus, access to the system is even possible on the go – all you need is an internet connection!

office	vacation	worldwide	smartphone	tablet	Windows PC	Mac Pc

internet   MTC internetserver

cinema 1   cinema 2   cinema 3   cinema 4   ...

display device   display device   display device   display device

MTC internetserver and database

null821
[m e d i a s e r v i c e s]

internet

MTC-Online

cinema

MTC UserControl 1)

Media Time Control

gate PC

cash register

streamer PC

monitor

streamer PC

monitor

and much more

multiple PC

monitors 4 fold wall

for example:

- cinema hall info
- program info
- trailer
- concession
- motion picture
- posters
- splitscreen

Overview of the
MTC components

All files required for the usage of the MTC System are filed on the MTC internetserver. The playlists and their content are stored here available for retrieval. The MTC gate computer checks regularly for reforms in the playlists.
These are automatically distributed to the streamers.

1) included in the licence package

cash register (web access)

MTC internetserver and database

null821 [m e d i a   s e r v i c e s]

cinema

VM

gate

internet

streamer PC

monitor

VPN

and much more

external database (events)

MTC-Online

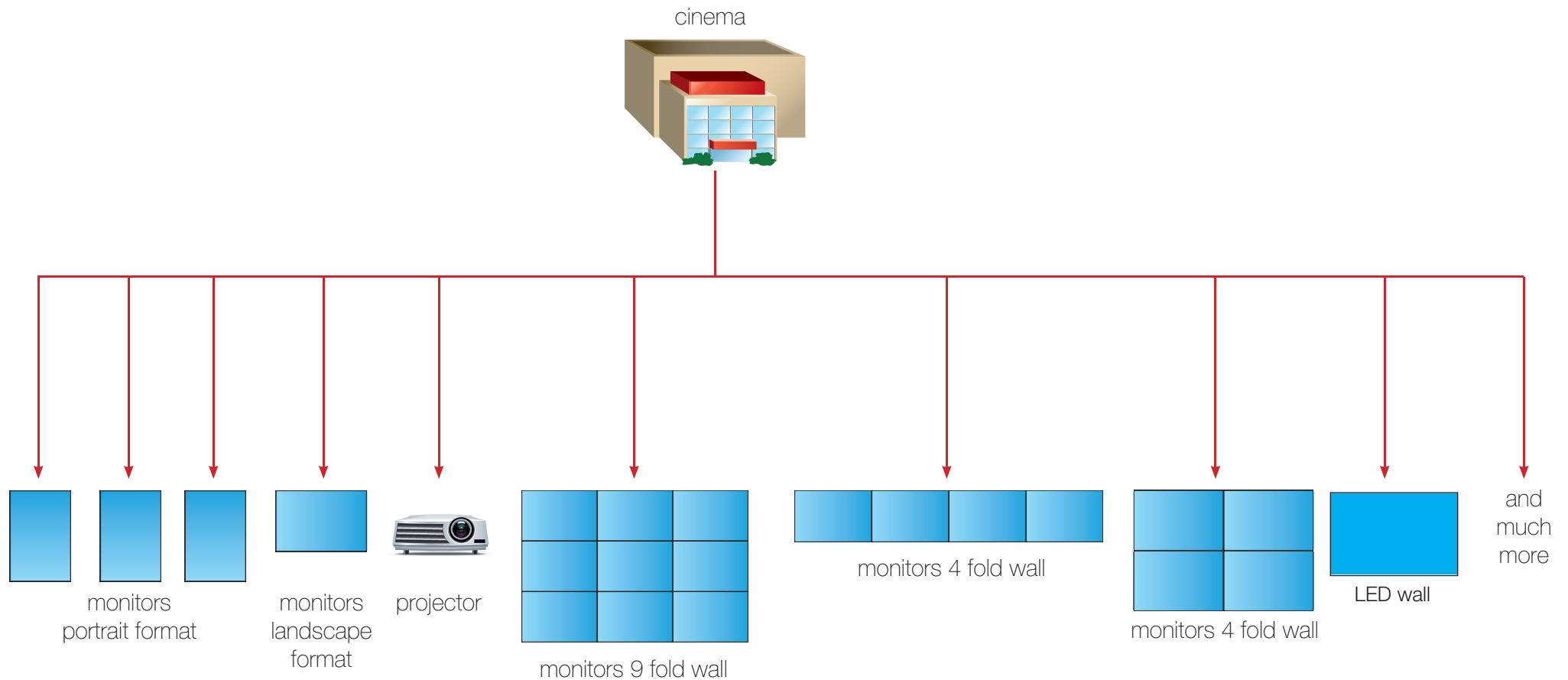**streamer PC**

monitor

Overview of the VPN MTC components

All data necessary for the operation of the MTC system, together with the playlists and the associated content, are stored on the MTC internet-server for use on demand. Your data will be backed up here as well. The MTC gate PC will regularly check the playlists on the VM (virtual machine) for alterations and distribute these automatically to the streamers. In the VM version "UserControl" cannot be applied.

Display devices

The used monitors can be set up either in portrait (vertical) or landscape (horizontal) format.
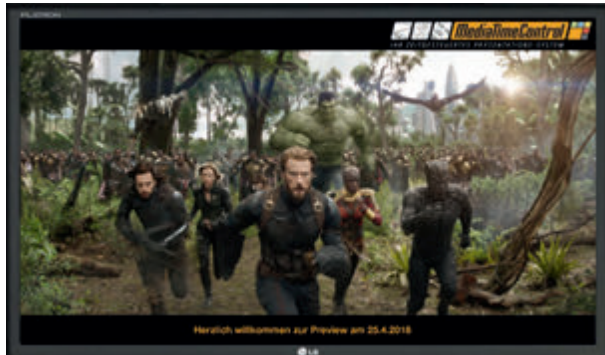You can easily use all digital outputs, such as a projector or an LED wall.
As you can see, the MTC system offers you infinite options to deploy your media in a customer focused and versatile way.

cinema

monitors
portrait format

monitors
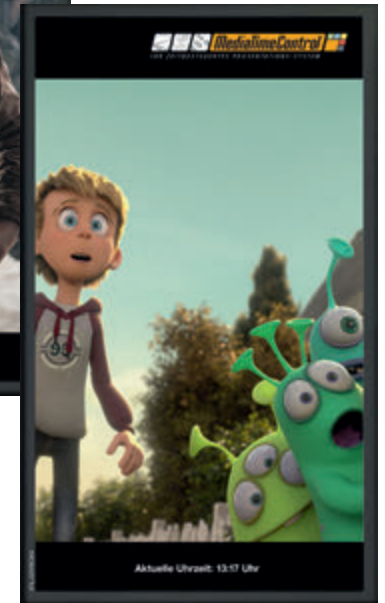landscape
format

projector

monitors 9 fold wall

monitors 4 fold wall

monitors 4 fold wall

LED wall

and
much
more

Playback options / displays

Lobby

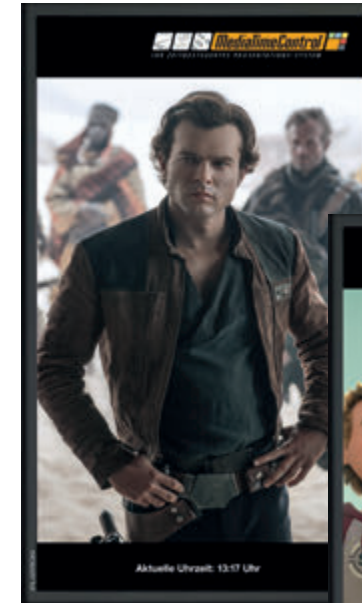## Poster show and motion picture/LOS

Trailer

The most important task of a screen is to play a cinema trailer. A trailer in high definition (HD) impresses every single cinemagoer. Usually the trailers are delivered in panorama format. That way there is still space for bars at the bottom and on the top in the CI of the cinema. A possible text can inform the visitors about the next showing.

Portrait and landscape format monitors decorate the lobby in order to guide the attention to a current "cinema menu".
Additional fields of application are the special advertising of concession products or the standard price list.

The classic poster frame showing the cinema posters will now be replaced by portrait format screens. No longer are you restricted to the display of a static poster, a moving picture/LOS (LivingOneSheet) will now draw everyone's attention to it.

included in the licence package

Program info wall

The program info wall shows cinemagoers the current weekly program in display formats with different degrees of detail. The order of the displayed films can be determined by Film Procurement.

You are free to design the program info wall to your own taste. You can also freely arrange the monitors (see examples on page 6).
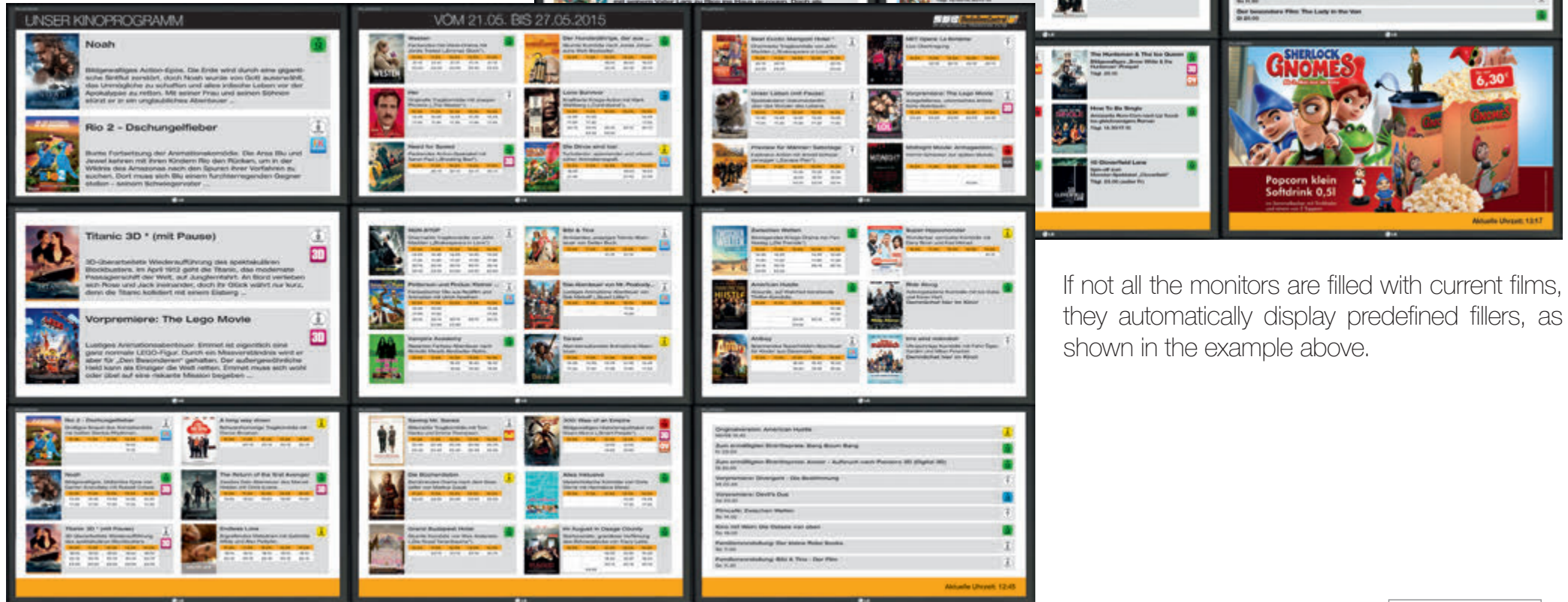
If not all the monitors are filled with current films, they automatically display predefined fillers, as shown in the example above.

Program info wall with beamer

The program info wall can now, flexible as ever, also be displayed via a beamer.

The layout, and thus the number of shows or films, can be arranged according to your wishes.

If your cinema program contains more shows than can be displayed on the respective layout, another program info image is added and displayed.

Free spaces are flexibly filled with predefined fillers.

You also have the option of complementing some areas of the program info with other material. Instead of a filler you can, for example, place and play back your own adverts or trailers on one side of the program info.

Program info – "4 fold" and "8 fold" wall

The monitors for the program info wall can be assembled individually. Here is an example for a 4 fold and an 8 fold wall.

As a special requirement, the weekly program can also be displayed on several monitors in portrait format, e.g. as 4 fold wall to be attached to a column.

included in the licence package
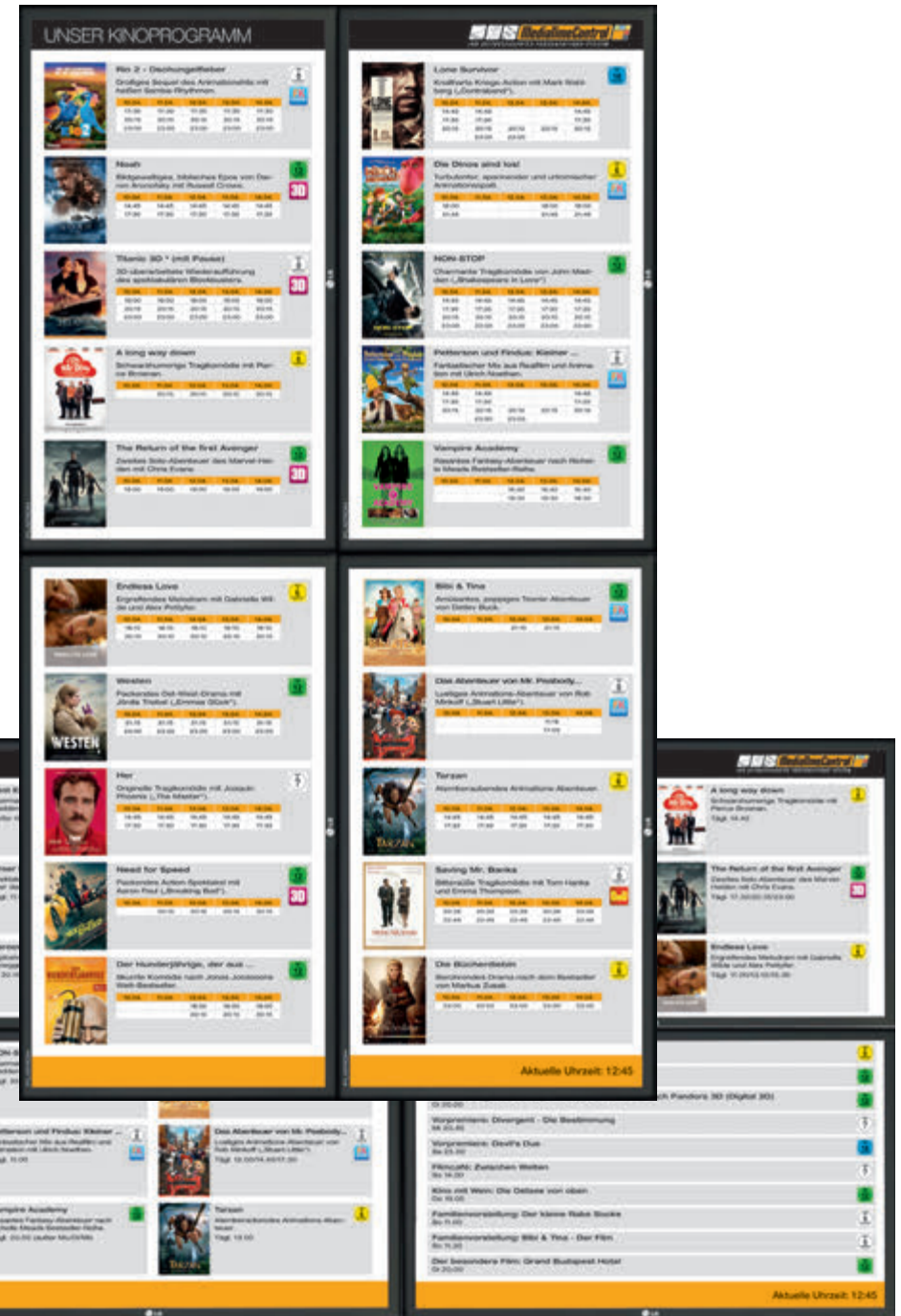
Theatre info in portrait and landscape format

Split screen

The theatre information monitors display which films are shown in which theatre and, for example, how many seats are still available. The theatre info display can be designed individually.
You can choose the update intervals. Thus, the important data are always available to the visitors.

Screens do not necessarily have to be completely filled by one item. When using a vertical monitor, a smart move is to divide the space. On the bottom half a trailer serves as an eye catcher and the top half shows an info screen or poster.
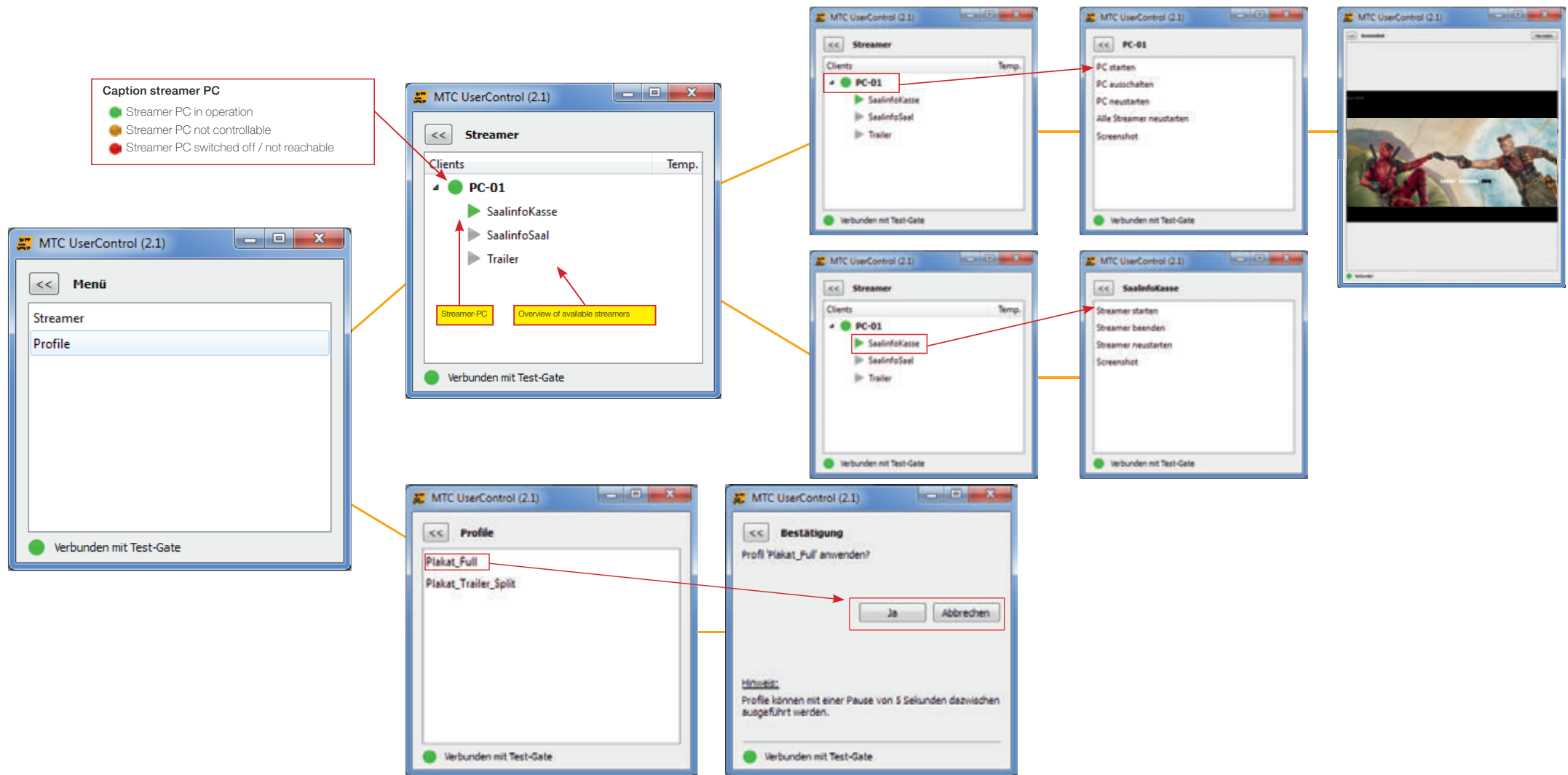
Visual effects are possible in the theatre information display:
Cross fading, rotation, layout creation on pixel level.

Change of playlists with content switcher "UserControl"

Content switcher "USERCONTROL"

One streamer can play several shows/playlists. You can choose between different playlists without the slightest effort by sending an appropriate signal to the system via a wireless num pad or a PC in the cinema. Of course you can access this feature also via a tablet computer.

# Change of playlists with "USERCONTROL"

Caption streamer PC
- 🟢 Streamer PC in operation
- 🟠 Streamer PC not controllable
- 🔴 Streamer PC switched off / not reachable

MTC UserControl (2.1) — Menü
- << Menü
- Streamer
- Profile
- 🟢 Verbunden mit Test-Gate

MTC UserControl (2.1) — Streamer
- << Streamer
- Clients | Temp.
- 🟢 PC-01
  - ▶ SaalinfoKasse
  - ▷ SaalinfoSaal
  - ▷ Trailer
- Streamer-PC
- Overview of available streamers
- 🟢 Verbunden mit Test-Gate

MTC UserControl (2.1) — Streamer (PC-01 selected)
- << Streamer
- Clients | Temp.
- 🟢 PC-01
  - ▶ SaalinfoKasse
  - ▷ SaalinfoSaal
  - ▷ Trailer
- 🟢 Verbunden mit Test-Gate

MTC UserControl (2.1) — PC-01
- << PC-01
- PC starten
- PC ausschalten
- PC neustarten
- Alle Streamer neustarten
- Screenshot
- 🟢 Verbunden mit Test-Gate

MTC UserControl (2.1) — SaalinfoKasse
- << SaalinfoKasse
- Streamer starten
- Streamer beenden
- Streamer neustarten
- Screenshot
- 🟢 Verbunden mit Test-Gate

MTC UserControl (2.1) — Screenshot view
- 🟢 Verbunden

MTC UserControl (2.1) — Profile
- << Profile
- Plakat_Full
- Plakat_Trailer_Split
- 🟢 Verbunden mit Test-Gate

MTC UserControl (2.1) — Bestätigung
- << Bestätigung
- Profil 'Plakat_Full' anwenden?
- [Ja] [Abbrechen]
- Hinweis:
- Profile können mit einer Pause von 5 Sekunden dazwischen ausgeführt werden.
- 🟢 Verbunden mit Test-Gate

Content switcher "USERCONTROL"

The MTC UserControl (2.1) provides the following features:
- Administration and control of the individual streamer PCs and streamers
- Start, stop and restart of devices
- Switching between different streamers and profiles
- Screenshots of the streamers

included in the licence package

Time based change of playlists – e.g. between cinema and university
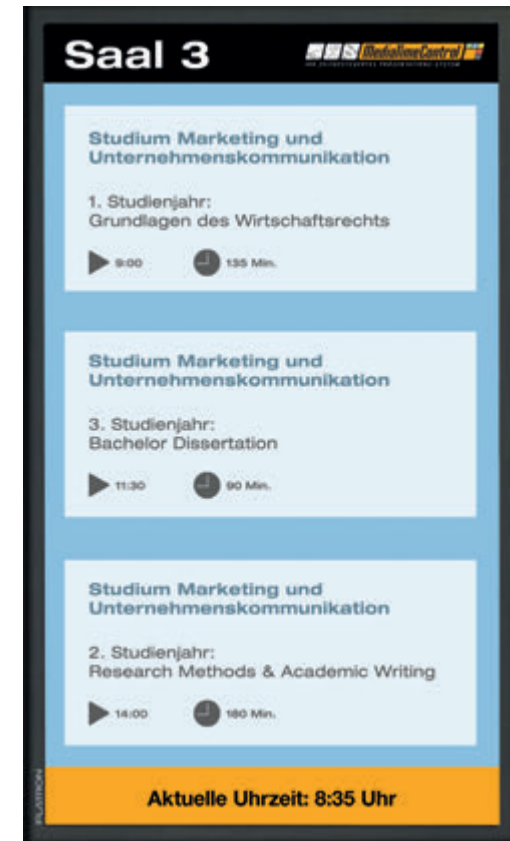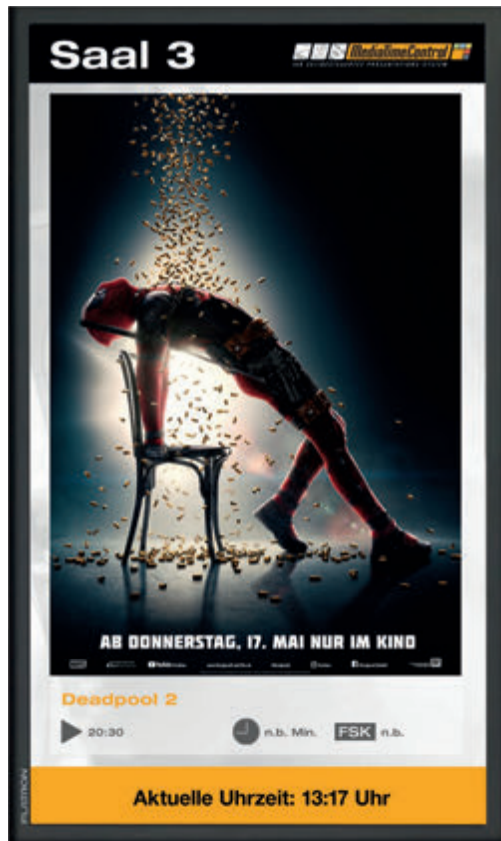
Content switcher – e.g. "cinema/university switcher"

If you rent out a theatre to third parties, we offer a scheduled switching of displays.

You can schedule any amount of switchings precisely to date, weekday and time comfortably from every PC and tablet computer via MTC Online.

Admission display

With the admission display you can show your visitors whether a theatre is already open. As soon as a cinema theatre is ready for visitors you can simply change the colour of theatre numbers from red to green via the keyboard. The admission display can be arranged in different layouts depending on the number of theatres.

The admission into the theatre can be controlled and displayed either fully or half automatically for each theatre. Optionally, an opened theatre (e.g. after cleaning) can automatically be "closed" again at the start of the next film.

included in the licence package

16

Content

- Content automatically provided by null821
- Notification by "News" note after log in
- You have the option of downloading the MTC newsletter as a PDF.
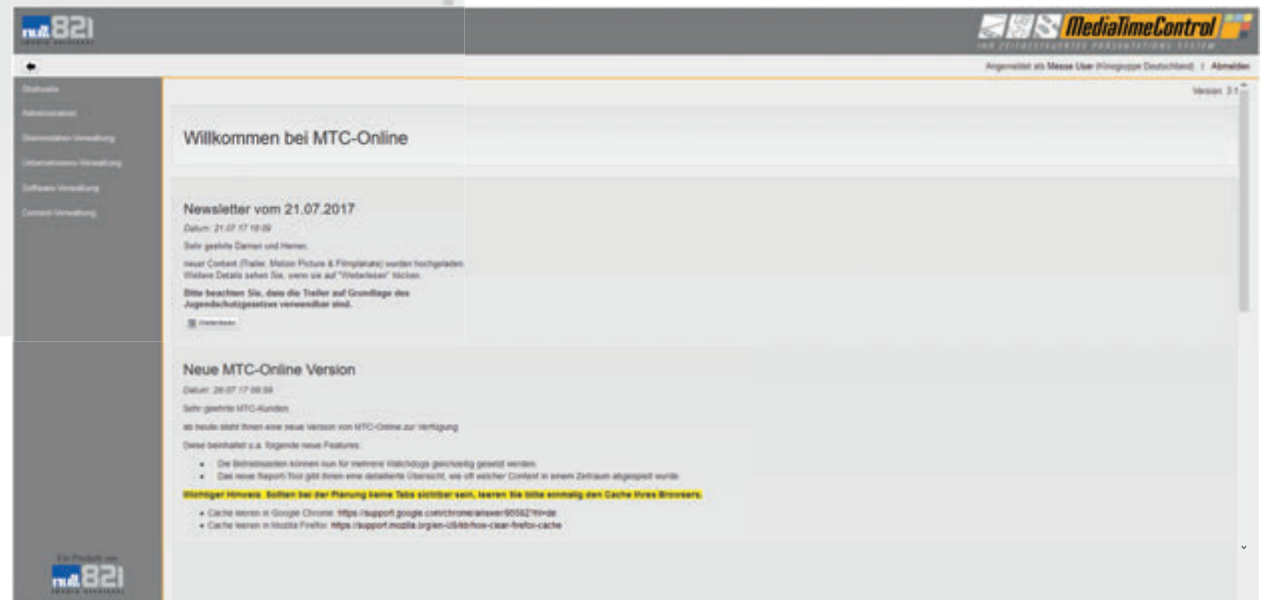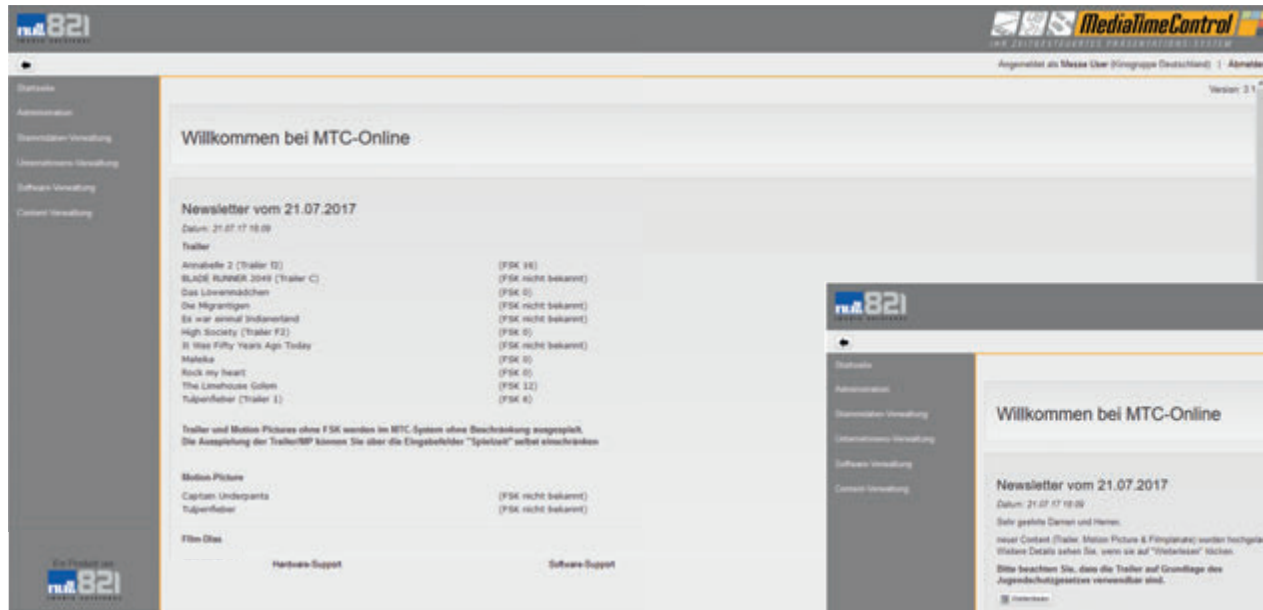
Features

Service

- News sector with current information
- Support sector for easy creation of support tickets

Content

- Content automatically provided by null821 –
  no need to "buy" anything via the web service
- Simultaneous, cumulative uploads
  of several contents possible
- Versatile search for content
  (e.g. by orientation, upload date, content groups etc.)
- User dependent content and planning permission

Appealing theatre info

Visual effects are possible in the theatre information display:
- Cross fading
- Rotation
- Layout creation on pixel level

Full and semi automatic admission display

Admission to the theatre can be controlled and displayed either fully or semi automatically for each theatre. Optionally, an opened theatre (e.g. after cleaning) can automatically be "closed" again at the start of the next film.

Features

UserControl

Advanced control options for the user: Specifically set up event streamers (e.g. for special screenings or in special formats) can be started and stopped. These can be comfortably managed via groups and profiles.

UserControl

- Comprehensive user management
- Assignment of access rights in companies
- Temporary accounts for external users are possible (e.g. when renting out theatres)

Preview function for playlists

The current playlist is calculated and visualised for a definable moment.
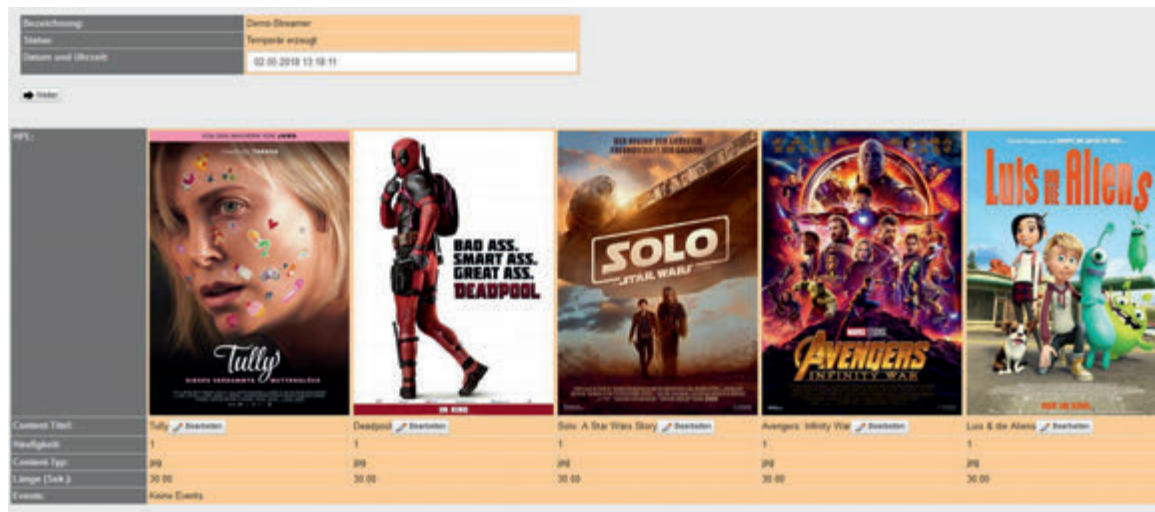
Automated event display (e.g. based on dates)

The automated event display automatically expands the normal playlist with events from an external source/database and generates date and event information for visitors. With the event management in MTC3-Online the user can relate their events to the separate streamers and configure the days of the dates shown in advance.

Planable, automated streamer switching

MTC3-Online allows switching between different streamers. Thus, it is possible to switch between different playlists without manual intervention, e.g. when renting out theatres.

Display of a countdown in the user text (e.g. "10 days left until the start of the film")

In the user text of the planning you can store release dates for films or events. A countdown shows the visitors the days until the chosen release date.

Dynamic user text

- MTC3-Online contains a "wildcard management" that allows using wildcards in the user text of a planning in MTC3-Online.
- At the time of the playout the user text is cancelled and changed according to these rules.
- The countdown wildcard reflects the number of remaining days up to an end date (e.g. "X days left until the premiere").
- You can create and use any number of differently configured wildcards.

Device control

The performance of different functions in the cinema can be automated via the flexible central control of the null821 server, e.g. timed switching on or off of available streamers by determining the operating times. Further automisation is possible.

Types of planning

• Planning in blocks to do the same planning for several contents simultaneously.

• Linked planning of contents that are always to be played out together ("tandem", "allonge").

• Event planning: Further event options are possible – e.g. "infinite loop".

Weather display

The new weather display complements the normal playout of a playlist and provides information on the current and future weather conditions. The weather information can be displayed in a daily and weekly overview and can be shown at any interval.

Content exchange

Existing detailed plans can be kept by simply changing items (e.g. in case of price changes).

Installation examples

Kinopolis Bonn-Bad Godesberg

Installation examples

UCI Kinowelt Colosseum, lobby

FORUM Offenburg, outdoor advertising

Kinopolis Hanau, lobby

UCI Kinowelt Düsseldorf, lobby

Gloria Palast München, sales counter

Kinopolis Hanau, lobby

Installation examples

Kinopolis Main-Taunus, 16 fold trailer wall

Mathäser Filmpalast München,
21 fold ticket office information

UCI Kinowelt Potsdam, poster show

UCI Kinowelt Ruhr Park,
program info with beamer

UCI Kinowelt Colosseum,
9 fold program info wall and theatre info

Cineplex Baden-Baden, poster show

MediaTimeControl

YOUR TIMEBASED PRESENTATION-SYSTEM

Did we spark your interest?

Visit us online at
www.null821.de

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