

TCDiVid

Digital Video Booth Technology

The
Future
has started



Turning Promises into Profit

- **Digital Video Booth Technology**
- A comparison of the systems
- A comparison of analog and digital technology
 - Quality of video and audio
 - Resources and capacities
- Catchword: customer loyalty
 - Chip cards
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- TCDiVid system description
- The TCDiVid database
- The TCDiVid core program
- Usability
- The TCDiVid Versions
- Cinema & Cinema Booths
- The Benefits
- General information
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- Questions and Answers

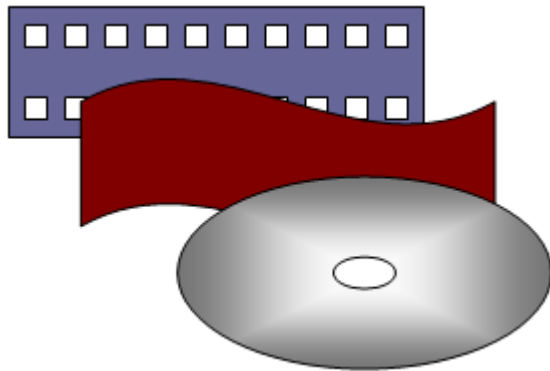


Digital Video Booth Technology

With **TCDiVid** digital video technology finds its way into the booth. Due to the experiences and disadvantages of analog technology, **TCDiVid** consequently uses all features and advantages of modern digital video and computer technology without to infringe copyright aspects. Anyway, the original DVD has to be in the shop!

Based upon the excellent knowledge of this branch and the requirements of our customers, **TCDiVid** is designed to leave nothing to be desired. The quality and rich functionality of the system components reflects our know how as a software company and our experience since years as a provider for Video booth.





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A comparison of the systems

TCDiVid	Other digital system
Quad technology in real time	Quad technology with fixed images
Films continue running in the background	Films always start from the beginning
Extremely short switching time	Very long switching time with fixed image
Hit list & favorites	Manual assembly of films
No dependencies on other companies	Possible dependencies on other companies with the risk of publishing the sales figures
Capacity / amount of movies only limited by harddisk space (all scalable)	Limited capacity per booth
Works in case of breakdown of central server	
Modern SQL-Server database technology	
Guaranteed data security with min. RAID5	
Remote maintenance worldwide	
Central administration of the whole system	
Wide range of statistics	
Stage of expansion by customers needs	Stage of expansion in fixed steps
Thousands of films due to central mass storage	120 GB for approximately 30 films
No database license fees	License fees per month and booth
Hierarchical menu structure	No menu or flat menu structure
Film selection by numbers	
Chip card with personal favorites	Magnetic card

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A comparison of analog and digital technology

In **TCDiVid** films are stored in digital, compressed and encrypted form.

There are no 1:1 copies!

Quality of video and audio

Compressing film material makes high demands on the retention of video and audio quality. The relation of quality and storage requirements has been set to an optimum by our system engineers. The ongoing compromise – too high compression reduces video and audio quality, to low compression requires high storage capacity – is to be a thing of the past.



Resources and Capacities

All films in **TCDiVid** are stored on a central system with mass storage! There is no longer a need for inserting films in DVD players. The space used by e.g. 128 DVD players including air condition can be used more effectively. For backup and security reasons a set of app. 150 films are transferred to all the booths automatically. Hereby every booth has an own inventory of films. The customer however is able to watch all the films stored in the whole system. He has all films at his disposal as if the films belong to him solely. This concept admits fast forward and rewind and provides finding desired tracks of a film more precise and effectively. A customer is going to be his own "**director**".

Every film is available in every booth at any time!

The inventory of films can be extended in an arbitrary amount. Again, for legal requirements the original DVD of every film has to be in the shop. **TCDiVid** is able to face the individual customer needs due to its manifold ways of adaptability.

**Show whatever you
want to show**



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Catchword: customer loyalty

In times of hard competition, customer loyalty is an important aspect more than ever. The manner of carrying out an enduring customer loyalty is a controversial subject.

With **TCDiVid** you can offer a chip card system to your customers, which covers advantages for both sides. By purchasing a chip card, the customers bind themselves to your shop more intense. You are able to allow a **bonus** while selling a chip card so that a customer gains more time in the booth than by paying cash. Furthermore customers can leave the booth without having a financial disadvantage. The remaining time is basically stored in seconds on the chip card. Moreover, owners of more than one shop may want their customers to use the chip cards in all of the shops.

There is no need to purchase an (optional available) chip card terminal. **Chip cards** can be sold at the cash terminal and may be (re-)charged by the customer **within the booth**.

Chip cards



The advantages of chip cards convince:

- Grant of bonus / allowance by scales of prices
- Remaining time is stored in seconds
- No loss of money in case of leaving the booth ahead of time
- Shop owner receives money directly when selling a chip card
- *Recharging the chip card in the booth anonymously*
- Permanent storage of customers favorites
- Chip card can be used in more than one shop
- Permanent customer loyalty

Bonus and scales of prices

Example of a moderate scale of prices

Amount	Bonus	Bonus in %	Total value
20 \$	2 \$	10 %	22 \$
50 \$	10 \$	20 %	60 \$
100 \$	30 \$	30 %	130 \$
200 \$	100 \$	50 %	300 \$

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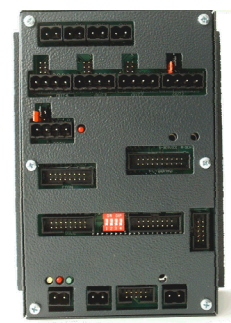
TCDiVid system description

TCDiVid consists of hard- and software components which are optimal tuned. There is one central system to which an arbitrary number of booths can be connected.

- The central system covers the database and stores all films available.
- One computer for administration purposes. At this station the whole system can be managed and controlled. Also new films can be entered, assigned to categories, system parameters can be set up and all booths can be controlled from this computer.
- Every booth has its own computer and all of those are connected to the central server via a common network.
- In case of a network breakdown, all booths are able to continue working in isolation for a period of 10 days, because every booth contains its own set of "rescue" films.
- A booth supports up to three types of payment: coins, banknotes and chip cards.
- One or more "preparation stations" can be used. These machines are required to transfer new films into the system.
- A special hardware designed by Technocom controls all components within the booth like keyboard, coin acceptor, bill acceptor and chip card reader, as well as occupation light and info display.

The software of **TCDiVid** consists of several components:

- Database: All system parameters are stored in here. This component only resides on the central server.
- **TCDiVid** administration tool: This component controls all system and booth parameters. This program has different user levels, is password protected and only needs to run on one machine.
- **TCDiVid**: The **core program**. This component runs in every booth and controls both video screens in the booth. The customer only interacts with this program. Films can be selected by number or by category, out of the menu, they can be scanned (fast forward and rewind). Hit lists and personal favorites help the customer to find films more effectively.



TCDiVid system description

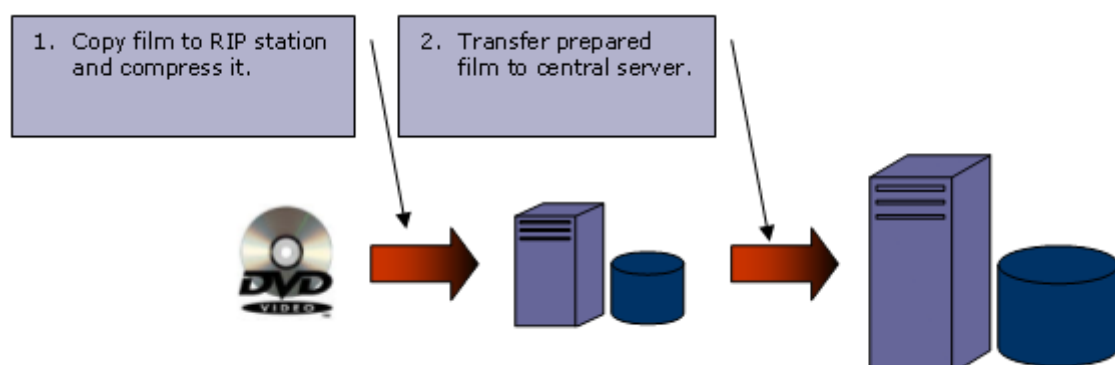
You want to add a new film to your program? No problem!

First of all, the film – typically a DVD – has to be prepared. This means it has to be compressed and stored on the central server. This process converts the video and audio signals into a different format. The import takes about 10-20 minutes, depending on the length of the film. The transformation process runs automatically and has not to be monitored by a person.

In the following the film will be added to the repertoire. The program recognizes automatically, that a new film has been prepared before. Next, the previously scanned cover – a picture that is used in the menu – has to be assigned to the film. At last, the film has to be assigned to one or more category that are used within the cabins.

If you wish to list the newly added film in your (optionally available) electronic program arena, you only have to assign an appropriate number.

Ready!



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The TCDiVid database

All films are registered in the **TCDiVid** database. The database is required because a lot of information important for your shop is not stored on the DVD. Also all dynamic and transaction data will be stored here. The owner has full control at any time. The system journalizes the access to all films – when, where and how long a film has been watched.

TCDiVid offers manifold features to setup system parameters. One fundamental parameter is the relation of usage time to monetary units. Furthermore the shop owner can decide for statistical purposes, after what period of time a film is handled as viewed, if films shall be listed in the personal favorites and / or hit lists. Also, the criteria for adding films to the hit list can be defined.

All time based information is stored in seconds to make analysis and reporting as exact as possible.

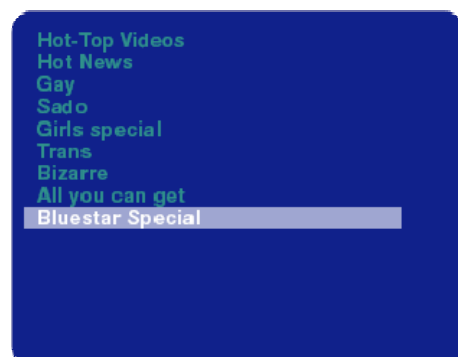


The TCDiVid core program

The success of your shop is based on customer satisfaction. Hence, what happens in the booth is vital. We designed **TCDiVid** not only to meet criteria like stability, speed and easy use but to exceed them.

The requirements for the development of **TCDiVid** were the following:

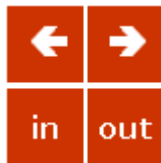
- A step back of system quality in every aspect is not acceptable.
- Switching times must be extremely short.
- System usage must be as simple and intuitive as possible.
- The system should not fail even under extreme conditions.
- Adding new films must be as easy as possible.



Usability



Selection of the desired QUAD screen available via the familiar A-B-C-D buttons.
Toggle full screen mode in 16:9 environment with the D button.

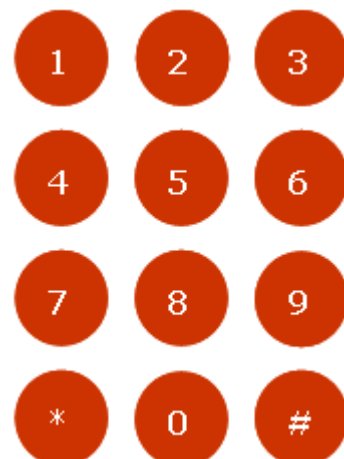


Intuitive navigation within the menu screen. Change of the menu level via <IN> und <OUT> buttons.
Film selection by cover.

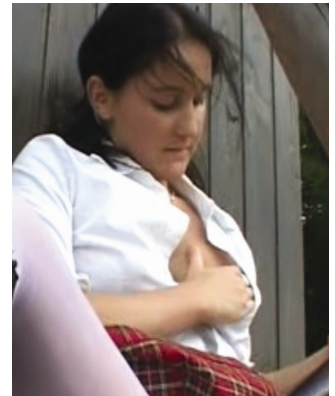


Individual search on every film in every booth.
Simple scrolling function within all available films.

Manifold possibilities via numeric keyboard for direct film selection, charging the chip card, special film options such as slow motion, freeze image and more.



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The TCDiVid Versions

TCDiVid offers an adequate version for every gusto and budget. No matter if cabins with one monitor in 4:3 format or 16:9 or cabins with keyboards only for buttons for skipping – nearly every shop owner is able to know the true promise of the new digital technique, without completely rebuilding the whole shop.

There is one aspect that all **TCDiVid** versions offer – the **ultimate kick** for your customers!

Version "Exclusive QUAD Deluxe"

- Control of 2 different screens (TV, LCD), or one 32"-37" screen placed vertical
- Upper screen for the QUAD- and menu system (toggle)
- Browse through the complete stock of movies via the up- and down- buttons
- Operation via extended multi functional keyboard with up to 14 buttons and optional numeric keypad for direct selection of the movie

Version "Dialog Menu"

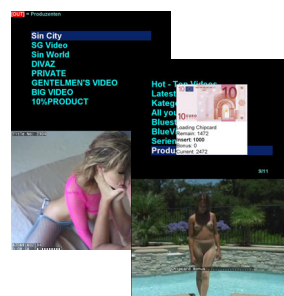
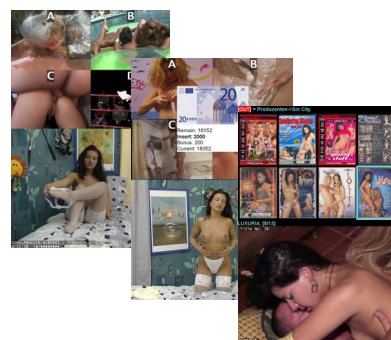
- Control of one main screen (TV, LCD)
- Toggle functionality between the menu- and main movie. During usage of the menu system, the reduction of the credit may be flexible reduced by the owner!
- Operation via extended multi functional keyboard with 10 buttons and optional numeric keypad for direct selection of the movie

Version "16:9 Triple Menu"

- Control of one main screen format 16:9 (TV, LCD)
- Display of the full animated "triple" and the menu system alternatively on the left or right side. The main movie will be displayed in the format 4:3 at the opposite side of the menu
- Operation via extended multi functional keyboard with 10 buttons and optional numeric keypad for direct selection of the movie

Version "Standard Single"

- Control of one main screen (TV, LCD)
- Browse through the complete stock of movies via the up- and down- buttons
- Operation via individual keyboard with a minimum of 2 buttons (up- and down), 2 optional buttons for volume and 2 optional buttons for fast forward and fast rewind



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The TCDiVid Versions

	Exclusive Quad Deluxe ①	Dialog Menu ②	16:9 Triple Menu ③	Standard single ④
1st Screen (TV, LCD)	✓	✓	≠	✓
2nd Screen (TV, LCD)	✓	≠	≠	≠
Screen size 16:9 possible (TV, LCD)	○	○	✓	○
Menu system	✓	✓	✓	≠
Quad-System / Triple-System animated	✓	≠	✓	≠
On-Screen Display of animated money insertion, actual film position and miscellaneous movie information like title etc. on the main screen	✓	✓	✓	✓
Payment via bills, coins and/or chipcards. Payless system possible	✓	✓	✓	✓
2 Buttons for next and previous movie	✓	✓	✓	✓
2 Buttons for volume plus and minus	○	○	○	○
2 Buttons for fast for- and rewind	○	○	○	○
4 Buttons for A-B-C-D Quad / 4 Buttons for A-B-C Triple – F for "Full screen"	✓	≠	✓	≠
4 Buttons for menu navigation and Selection	✓	✓	○	≠
Direct selection via numpad	○	○	○	○
System upgrade	≠	④	③	③ ④

- ✓ = supported / essential
 ○ = optional
 ≠ = Combination not possible

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TCDiVid is much more:

Cinemas, Cinema Booths & Cruising Areas

TCDiVid is more than modern video technology. With **TCDiVid** you may also control all your cinemas and cinema booths as well as modern cruising areas.

Cinemas are very popular to your customers. However, your program has to be up to date and should address your customers' wishes to gain a high customer loyalty.

Permanently controlling the films running and changing DVDs belong to the past. You can plan the program in advance for a free period of time (e.g. 4 movies per day and cinema room for the next 5 weeks!) and **TCDiVid** controls the operation autonomously, of course you can change the program at any time.

All cinema booths can be grouped together with an own stock of films. Your customer can walk through these films back and forth.

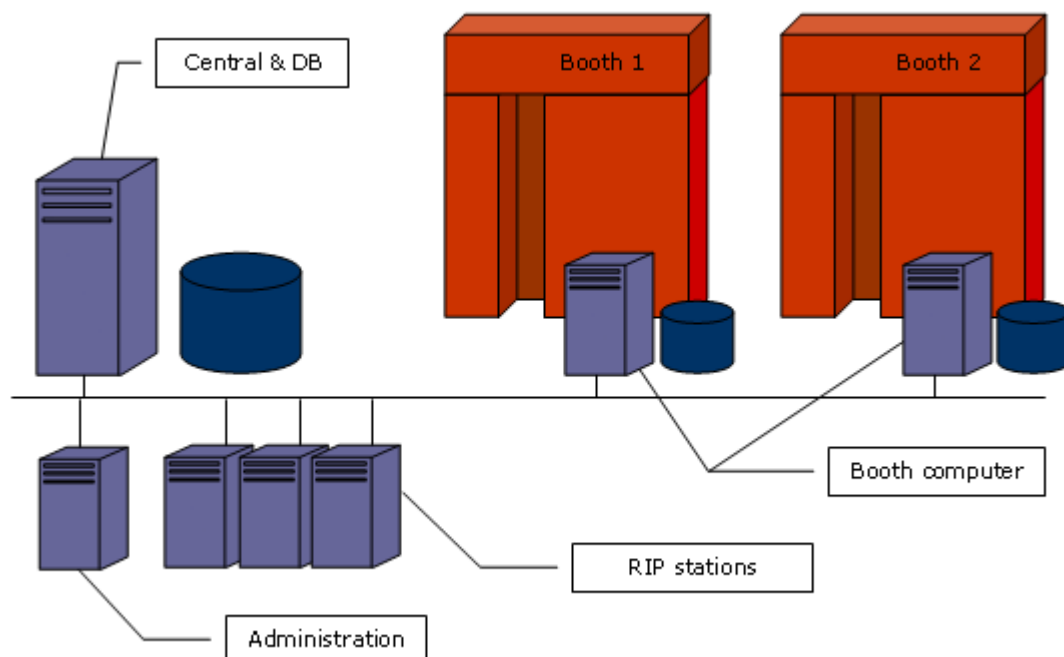
TCDiVid offers a variety of overviews for your cinemas and cinema booths. They show the actual film running and let you change the program.

As you can see: **TCDiVid** lets you control and operate the whole shop.



The Benefits

- ⊙ State of the art digital video- und computer technology
- ⊙ Protection of investment due to standardized technology
- ⊙ Expandability due to modular design up to several 1000 films
- ⊙ Highest usability
- ⊙ Extremely fast switching times
- ⊙ QUAD screen in real time
- ⊙ Hit lists and favorites
- ⊙ High customer acceptance
- ⊙ Flexible accounting system
- ⊙ Simple administration due to graphical user interface
- ⊙ Many predefined reports and statistics
- ⊙ Integration of chip cards
- ⊙ Booths, Cinema & Cinema Booths



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General information

Customizing

To make **TCDiVid** work for you and not vice versa, we implemented many ideas, high technology and all of our experiences in customizing features. This is what makes **TCDiVid** an ideal tool: simple handling and manifold features all the same.

Where other systems provide fixed processes, **TCDiVid** gives you freedom of decisions. The system adapts to your requirements and standards. To not be left out in the rain, we support you in all aspects of system usage.

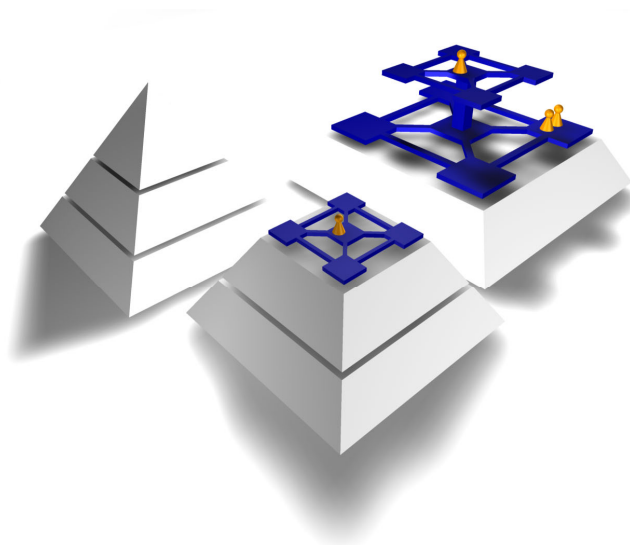
TCDiVid does not come with fixed processes how to use it. Due to sophisticated and flexible customizing features, the system accommodates to your requirements and works the way you want it to.

Expandability

Who transacts high investments into a new technology, would like to set on the right system on a long-term basis.

TCDiVid has been designed to represent a state-of-the-art system in all aspects. This applies to all of its components.

The modular design of **TCDiVid** guarantees easy change of single components when new technology provides more features.



Questions and Answers

Q: I already have booths. Can I retrofit those?

A: Yes. You only have to change the technique. Every booth will be equipped with an single computer. A central system is used for storing the films and the database. DVD players are no longer required. The components needed for retrofitting depend on the actual equipment.

Q: How many films can I offer my customers with TCDiVid?

A: TCDiVid offers nearly unlimited capacity. The number of films available only depends on the size of central storage. One server offers space for approximately 3000 films.

Q: What happens in case of a blackout or a network break-down?

A: All booths may still operate with a backup set of movies stored locally even when there is no connection to the central server. Once the central system can be reached, all booths continue synchronizing and updating statistics.

Q: What is required for TCDiVid?

A: Basically one central system. It consists of at least one storage and database server. To administrate the whole system one admin computer is required. Every booth requires a special prepared computer. RIP stations are needed for preparing new films. These computers carry out the transformation and compression of original DVDs. After this step, new films will be copied to the central storage and added to the database.

Q: Do I have to be a technician to add new films?

A: No. With TCDiVid, adding new films is a children's game. The whole process only takes a couple of steps.

Q: Can the system be expanded when more booths shall be added or more films shall be shown?

A: Yes. TCDiVid can be expanded anytime. Both expanding the central storage and adding new booths is quite easy.

Q: How can I optimize my film repertoire?

A: TCDiVid's statistics exactly shows the preferences – and of course dislikes – of your customers. The system precisely shows the "money spinners" und the "shelf warmers". Optimizing your film repertoire is no longer an act on a gut level.

Q: How can I inform my customers about new films?

A: On the one hand, your customers will have a look at the showcase (program arena). On the other hand you are able to prepare hit lists out of TCDiVid which you can publish or hang out regularly. Hit lists can be grouped by categories.

Q: What are the costs? Do I have to pay licenses regularly?

A: Cost for mounting new booths respectively retrofitting only applies once. There are no licenses you have to pay regularly.

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Come and watch **TCDiVid** live, also available as a demonstration in your shop!

Just call or write us.

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**We like to hearing
from you!**