

Kinopalace, Helsinki

Industry: Leisure

Technology: Digital Signage



FINNKINO



The background

Kinopalatsi (Kinopalace) is Finnish for "Cinema Palace." It opened in 1998 as Finland's first multiplex cinema. The three-story building features 10 screens and a total of 1,694 seats. The cinema has a rich history, occupying the site of an older cinema, the Metropol, which opened in 1939. Even though the cinema does a bustling business, it wanted to renovate and update the refreshment area to offer customers something better and different from other cinema.

The result was Delicasy World. The concept was to offer customers more than the traditional snacks, such as soda and popcorn. Delicasy World serves a wide variety of snacks to suit every taste, including candy, chips, ice cream, juice, coffee, and grilled food.

"We wanted to build a complete refreshment area that would have something for everyone," said Mr. Henri Kurki, cinema manager of the Kinopalace Helsinki.

Searching for ideas

In planning Delicasy World, Mr. Kurki and Mr. Petri Laine, sales manager of the cinema, visited various exhibitions and trade shows looking for ideas on how to improve the cinema and make it more enjoyable for customers. That's where they discovered digital signage.

"We knew we needed strong images in the refreshment area to guide the customers through the

"The displays bring more life to Delicasy World, attracting people and making it much more interesting," said Mr. Kurki. *"The system has worked perfectly and the image quality is very good."*

Easy to use

One of the reasons Mr. Kurki and Mr. Laine chose the Black Box system was because of how easy it is to use and control. *"That's the best part,"* said Mr. Kurki.

Mr. Laine composes the content on his office PC and sends it over the network to the screens. In addition, the advertising department of the cinema company, Finnkino, is also producing moving images to be used on the system.

Reduced costs and more sales

The Black Box multimedia system is helping to increase the cinema's bottom line.

"Thanks to the new system, we're saving a good deal in printing expenses," said Mr.

Laine. *"Before we went digital, we had to worry all the time about the printing, delivery, and mounting of posters. Now, I can do everything with just a few keystrokes."*

In addition, because the displays attract and engage people, sales and profits in the refreshment area have increased. According to Mr. Laine, the ROI on the system was quite short. Because Delicasy World, including the digital signage, was so successful, Finnkino

large menu. What could be better in a cinema than moving images?" said Mr. Kurki.

The digital signage snack solution

"We compared different suppliers and Black Box stood out," he continued. "I told Black Box what I wanted to do and they suggested a solution."

Black Box recommended a multimedia system consisting of Black Box Wizard Multimedia Extenders and six 46" wide-screen displays, which would be mounted across the top of the refreshment area. According to Mr. Kurki, the installation and deployment went very smoothly. The construction team built the bases for the displays. Then the Black Box team came in to install the displays and system.

plans to introduce the concept in its other cinemas.

*I often see customers stop and watch the screens for information."***Henri Kurki**Cinema Manager, Kinopalace Helsinki