



Cinema Chain to Launch Self-Serve Ticketing

OVERVIEW

UA Cinemas is the leading cinema chain operating more than 38 movie houses at prominent locations across Hong Kong. It is the first cinema operator in town that pioneers the concept of “one cinema multiple houses” that can accommodate viewers for different movies concurrently.

THE CHALLENGE

In order to support various show times for multiple movie houses, it is not unusual to see the ticket office lined up with queues. The Customer has been looking for ways to improve the operation efficiency.

One initiative is to consider an additional channel capable of integrating with existing ticketing system to offload the traffic at the ticket office.

THE SOLUTION

Enhancing the existing loyalty kiosk to support self-service ticketing capable of allowing patrons to select movies on kiosk interface, pay using Octopus card – the most extensive smartcard payment system and then get ticket instantly.

The self-service ticketing module is integrated with the backend ticketing system to enable real-time seat-plan allocation and ticket confirmation.

MajorLink products & services include ticketing kiosk, Octopus card integration, Octopus certification support and interfacing with ticketing host.

Launched in Q2-2004.

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