## With the Movie Gold Card™ Ticketing & Payment Platform

Your P.O.S. System works hard selling tickets and making money for you. Now, you can work smarter with technology that integrates smoothly with yours, making your whole system and business more profitable.

### The Movie Gold Card™

This super smart card securely stores value and replaces cash. The card works with a card reader to fill and deduct value each time a customer visits your theater. Besides ticketing, the card can also store concession values, multiple visit credits and promotions. The Movie Gold Card™ Platform integrates with your existing P.O.S. software quickly and easily.

### P.O.S. Support

Program implementation is made easy through our Movie Gold Card™ Platform. This software and it's development tools can speed the integration of CardLogix Movie Gold smart cards into your existing P.O.S. system.

The Movie Gold Platform is currently supported by the following premier theater P.O.S. vendors:

CardLogix's Movie Gold Card™ is a win-win proposition for both the card issuer and the user. With the consolidation in screens across the world and the trend toward large megaplex operations, the automation and prepayment of tickets is a natural evolution.

Prepaid card markets average 35% on residuals (unused balances). These residuals can be increased with card collector programs or co-branding promos that feature popular films. This greater cash flow goes right to the bottom line. CardLogix Movie Gold Cards™ can be the cornerstone of a strategic program to garner additional revenues from each customer's movie experience.

**CardLogix**

16 Hughes, Irvine, California 92618
949.380.1312 • sales@cardlogix.com
**www.cardlogix.com**

## INCREASE YOUR REVENUE

**W**hat's your revenue plan? Let's face it - theaters are merging every day, and competing with the same new releases for the same customers. The CardLogix Movie Gold Platform can positively change the way you sell tickets, generate revenue - and make you money like never before. CardLogix and our partners will help you upgrade your P.O.S. to harness the power of smart cards to realize their many benefits.

## Smart cards boost your revenue
Customers purchase value on smart cards which can be spent over time. You earn float, or interest, on remaining card balances. You also collect on balances that are never used. A Movie Gold Card™ enhanced P.O.S. system can create multiple points of purchase to ease box office bottlenecks.

## Smart cards build your business
Smart cards create loyal customers. Stored value motivates return patronage. You give customers a reason to visit your theater. A branded card advertises your theater every time your customer sees it. The user data stored and collected on the card helps a theater accurately gauge business patterns and forecast revenue.

Typical Theatre Card Roll-Out



## Smart cards please your customers
Since 1997, people have enjoyed the convenience and security of CardLogix smart cards for everything from the movie going experience to critical health care all over the world.

## Smart cards are easier than ever to use
CardLogix provides smart card platforms and development software specifically designed for a movie theater P.O.S. We give you the tools you need to leverage smart card technology today.

### THEATER BENEFITS
- Revenue From Residuals
- $ Float On Stored Card Value
- Full Control Over The Payment Platform
- Universal P.O.S. Support
- Builds Business, Loyalty
- Greater System Flexibility
- Better Consumer Modeling
- Differentiates
- Less Cash Handling

### CUSTOMER BENEFITS
- High-tech Re-loadable Gift Cards
- Status, Rewards
- Convenience
- Fast, Easy Prepaid Tickets
- Greater Safety With Less Cash
- Enhanced Web Ticketing Security

## Movie Gold Card™ Platform
The Movie Gold Card™ Platform is designed to incorporate many separate functions into one card for stronger relationship marketing. The platform can support many value propositions such as Gift and cash cards, Points and repeat purchase rewards programs and ultra-secure Internet ticketing. The software handles all low-level communications, encryption and decryption, two-factor authentication, automatic reader set-up and test, and high-level increment and decrement of card values.

## Here's how it works
In a typical application, a customer purchases a Movie Gold Card™ at a pre-set value, then inserts the card into a reader that displays a current balance, deducts the purchase, then shows the new balance and generates a ticket. Refreshments and special offers can also be purchased this way. Interactive kiosk and ATM versions of the system can display additional information, such as promotions and previews. Other variations can include Movie Cash, loyalty points programs, user demographics, and secure Internet ticketing.