Black Label Cinema Apps

Extend your Point of Sale beyond the cinema

Sell gift cards, high margin concession items and food and drinks at pop up stands, outdoor screenings and events. Enhance your customer's VIP experience with the Black Label Self-Service app.

Black Label Cinema App vs standalone pin pad

$ INCREASE SALES
Gift cards are not always top of mind or convenient to buy directly from the cinema in the far corner of the shopping centre. Quickly and easily sell gift cards and concession items in high traffic areas at pop up stands and events.

↓ REDUCE ADMINISTRATIVE COSTS
Mobile sales are automatically integrated with your Point of Sale system, eliminating manual reconciliation and reducing errors and fraud.

IMPROVE THE CUSTOMER EXPERIENCE
Serve customers faster by enabling them to tap and go without joining a long queue.

ENABLE FURTHER INNOVATION
The anywhere, anytime mobility facilitates new or improved revenue opportunities such as charity events and outdoor screenings that may have been difficult to manage previously.

Black Label VIP Self-service app vs manually ordering via cinema staff

★ DELIVER FIVE STAR SELF-SERVICE
Customers order meals on the self-service kiosk and choose exactly when they'd like them delivered during the movie, giving them control and minimising disruption.
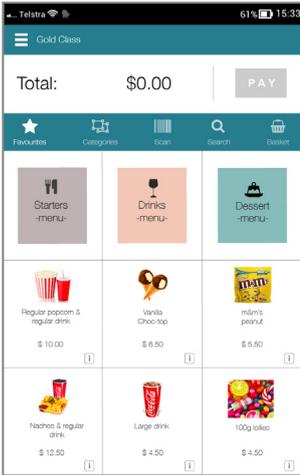
IMPROVE PRODUCTIVITY
Cinema staff no longer take orders as customers use the self service app before or during the movie, freeing them up to focus on other tasks.
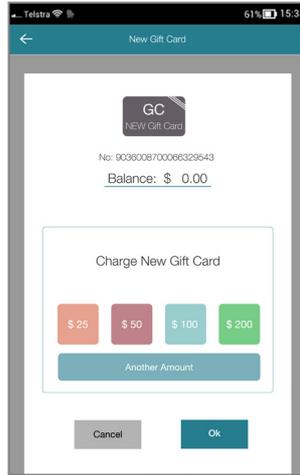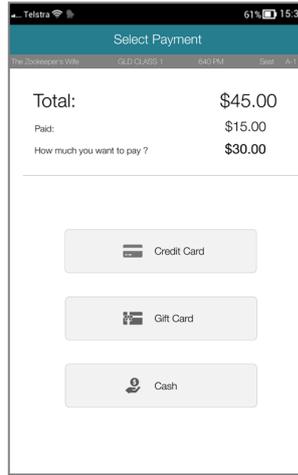
Features

SELL PRODUCTS
Sell food and drinks by scanning bar codes or selecting from the Food and Beverage and Concession Sales menus.
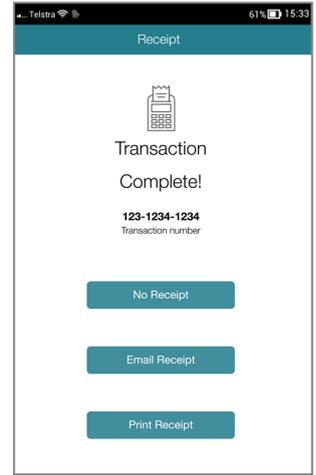
SELL GIFT CARDS
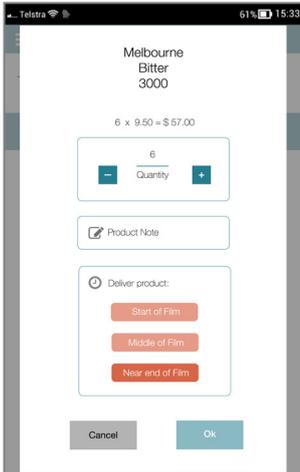Sell gift cards by scanning and activating on the spot.

TAKE PAYMENT
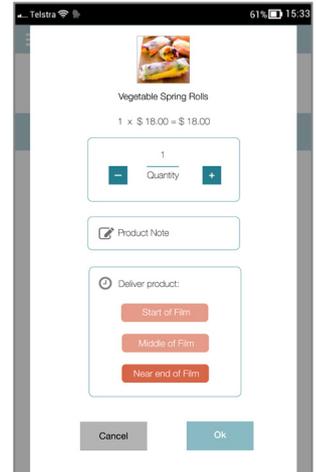Take credit or debit card, gift card or cash payments.

ISSUE RECEIPT
Print a receipt on your Bluetooth printer or email directly to your customer.

SELECT MOVIE AND SEAT
Customer selects their movie and seat. The user experience is designed specifically for customer self-service.

PLACE ORDER
Customer places food and drinks order and nominates when they would like it delivered.

Flexible Deployment

Black Label Cinema Apps is underpinned by the security, power and freedom of Microsoft Azure cloud. The solution offers you:

RAPID, LOW COST DEPLOYMENT

HASSLE-FREE UPGRADES

SaaS LICENCE MODEL

SCALABLE

LOCALISE FOR REGION

WHITE LABEL AS REQUIRED

The solution is currently available for Android devices.