

Boulder Formats



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[A New Profit Generator for Arthouse Cinemas](#)

Boulder Formats is launching a new method of marketing DVD in the UK and Ireland. Based on new proprietary technology developed in the USA, this method is already showing extraordinary results. Increased DVD sales of 300% are regularly reported. The technology allows Arthouse Cinema patrons instant on-premise touch-screen access to film trailers and DVDs compiled by Boulder Formats.



The first catalogue to be launched is [Arthouse & World Cinema](#). Arthouse Cinemas patrons are the perfect demographic match for this catalogue. 100 of the very best titles have been selected by Boulder Formats from leading studios in the genre. The studios include Artificial Eye, Columbia Tristar, Momentum, Optimum Releasing, Pathe, Tartan, Twentieth Century Fox, and Universal Studios. These studios have given Boulder Formats unprecedented access to the film trailers for showcasing in the Interactive Media Station.

The Interactive Media Station is what gives Boulder Formats the competitive edge to obtain preferential pricing by introducing incremental retail sites to DVD content owners. The titles are placed on a merchandising stand in your cinema adjacent to the Interactive Media Station. Having this merchandising solution in the lobby allows your customers to browse whichever trailers they chose, instantly. Patrons can interact with the Interactive Media Station in one of two ways; touch screen or bar code scanner.

The Interactive Media Station offers a selection of film categories to choose from. The Cinema patron simply touches the category or theme they are interested in. A selection of films within that category will immediately appear on the screen. The cinema patron touches the film they want to learn more about. A video trailer of the film is immediately shown. Alternatively, the cinema patron can simply swipe a DVD across the attached bar code scanner, which also generates a trailer. [The information and entertainment provided by the Interactive Media Station results in optimised DVD sales – in some cases 3 to 4 times more DVD sales compared to cinemas with no Interactive Media Station.](#)

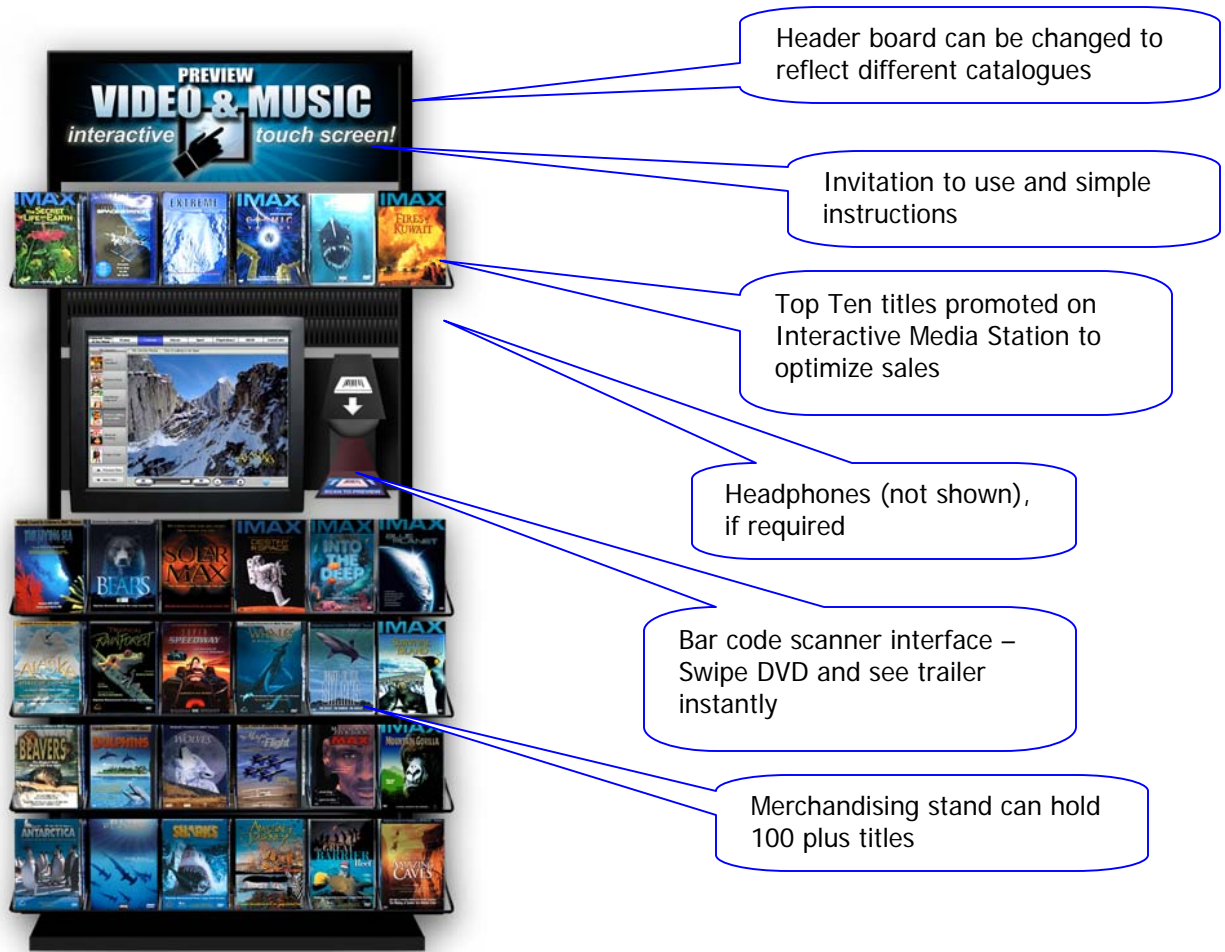
www.boulderformats.com

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How will Boulder Formats programme benefit my Arthouse Cinema?

- Add a new line of revenue to your business
- Provide a comprehensive catalogue of Arthouse & World Cinema DVDs to your clientele.
- No staff time dealing with queries
- One supplier with one turnkey solution
- Association with state-of-the-art technology
- Fast and easy change out to other Boulder Formats catalogues
- Entry into high growth DVD market
- Increased patronage
 - Patrons will want to use the interactive Media Station time and time again
- In-store entertainment sells more DVDs
- Intelligent categorization of titles sells more DVDs
- Persuasive trailer previews sells more DVDs
- Additional on screen bonus information sells more DVDs

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Header board can be changed to reflect different catalogues

Invitation to use and simple instructions

Top Ten titles promoted on Interactive Media Station to optimize sales

Headphones (not shown), if required

Bar code scanner interface – Swipe DVD and see trailer instantly

Merchandising stand can hold 100 plus titles

Merchandising stand with Interactive Media Station and product



Cinema patron driven Touch Screen interface

Volume and fast forward/rewind Touch Screen controls

Categorisation of titles helps cinema patron focus in on titles of interest quickly

Best-Of-Breed hardware components from leading manufacturers

Interactive Media Station front and side view

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About the catalogue



Arthouse

Films for the thinking person. Arthouse films almost never have a Hollywood type budget but almost always are rich with original ideas and novel approaches to cinema as the art form of our time. The Arthouse film offers new insights and emotional experiences to the viewer over repeated viewings. This quality of artistic depth makes these films appeal to people who buy films in order to build a personal collection that becomes both a resource and an expression of one's personality. These films come from all over the world and many have earned international acclaim and honours at events like the Cannes Film Festival.



World Cinema

Many of us are used to a diet of English speaking films, which are produced predominantly in the U.S. and the U.K. World Cinema could be said to include almost everything else. Often overlapping with the Arthouse category, World Cinema films often bring a different perspective along with a different language. A chance to sample the different pace of Japanese cinema, the subtlety of the great French directors, and the powerful simplicity of recent Iranian films ... and lots more. Because they rarely get a general release in the Western world, these are films that the discerning viewer will want to own.

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How do I participate?

1. Contact Boulder Formats via telephone or email.
2. Boulder Formats will visit your business to give you a demonstration of the Interactive Media Station and review the benefits, pricing, and terms of our programme.
3. If we mutually agree the programme is a good fit, an account is set up and a deposit is paid.
4. We deliver & install:
 - Your Interactive Media Station
 - Catalogue of Arthouse/World Cinema (4 of each title, 400 units)
 - Merchandising stand
5. Boulder Formats continuously monitors and manages programme.

Remember

By simply changing the header board and a disc in the Interactive Media Station you can change over to any of our new catalogues at minimal cost. Or you can purchase additional Interactive Media Stations for future catalogues.

Updates

We update each catalogue every few months to reflect consumer demand.

Off Catalogue Sales

Boulder Formats can also supply DVD titles that are not represented on the catalogue to Arthouse Cinemas.

Contact us for more information

Email info@boulderformats.com

Or Tel ++353 21 4323499

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