

# Boulder Formats



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## [A New Profit Generator for Bookstores](#)

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 bookstore browsers instant in-store touch-screen access to film trailers compiled by Boulder Formats. All this is achieved without disturbing the quiet atmosphere of the bookstore.



The first catalogue to be launched is **Arthouse & World Cinema**. Bookstore shoppers are a 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 store adjacent to the Interactive Media Station. Having this merchandising solution in your store allows your customers to browse whichever trailers they chose, instantly. Browsers can interact with the Interactive Media Station in one of two ways; touch screen or bar code scanner.

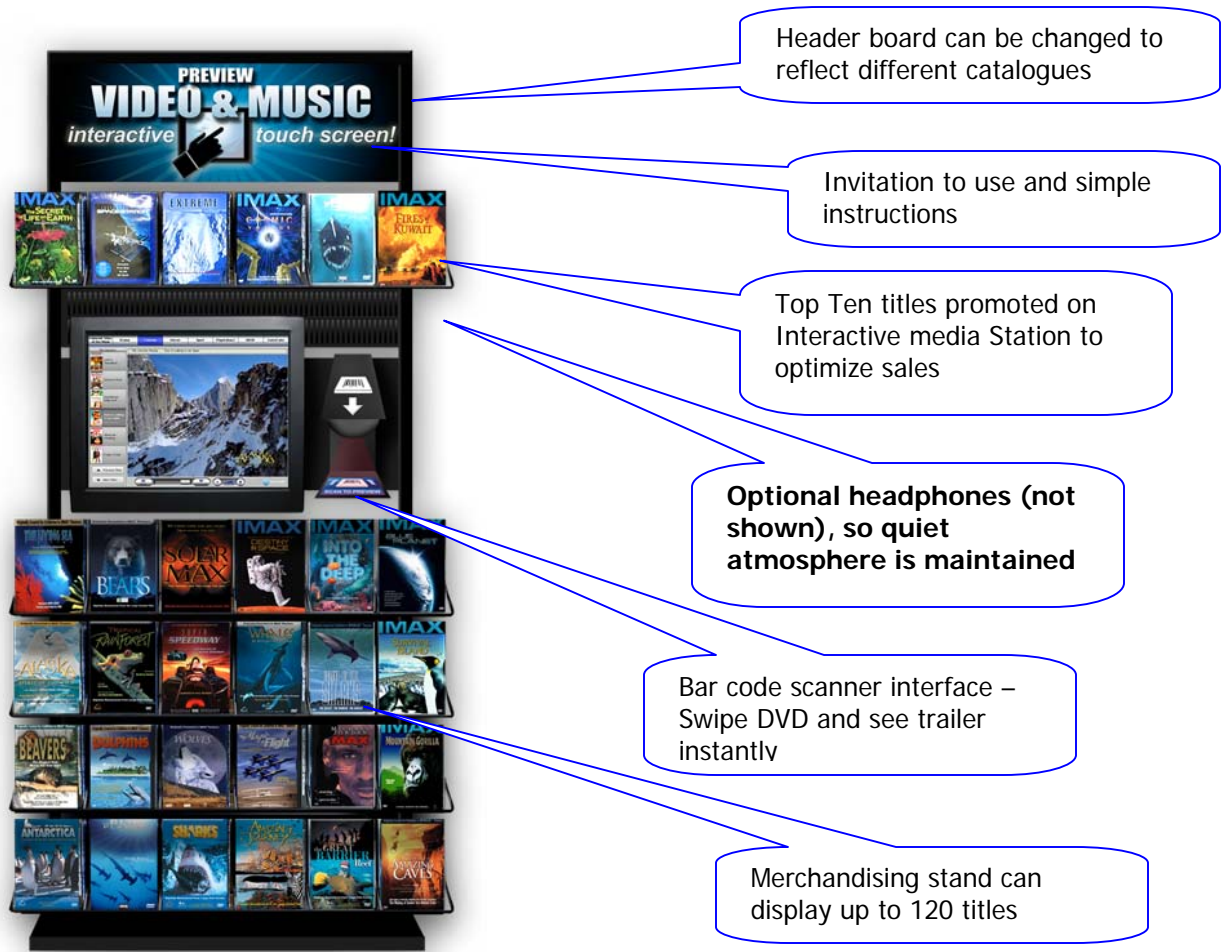
The Interactive Media Station offers a selection of film categories to choose from. The bookstore browser simply touches the category or theme they are interested in. A selection of films within that category will immediately appear on the screen. The browser touches the film they want to learn more about. A video trailer of the film is immediately shown. Alternatively, the browser 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 stores with no Interactive Media Station.

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## How will Boulder Formats programme benefit my bookshop?

- No staff time dealing with queries
- Add a completely new line to your bookshop
- Provide a thinking persons catalogue of films
  - A very strong match to your customers demographic
- 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
- Increase foot fall
  - Shoppers will want to use the interactive Media Station time and time again
- Increase sales of film related books
  - Merchandise books about film close by and see sales soar
- Increase total store browsing time
  - Couples and groups stay longer in store. Non-readers have something to browse
- Additional on screen bonus information sells more DVDs
- In-store entertainment sells more DVDs
- Intelligent categorization of titles sells more DVDs
- Persuasive trailer previews sells more DVDs

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Merchandising stand with Interactive Media Station and product



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 bookstores.

## Contact us for more information

Email [info@boulderformats.com](mailto:info@boulderformats.com)

Or Tel ++353 21 4323499

[www.boulderformats.com](http://www.boulderformats.com)