CINEMEX

KEEPS BOOSTING ITS CINEMA OPERATIONS WITH CIELO

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Cinemex, one of the leading entertainment companies in Mexico with more than 23 years in the market has a mission to give its guests the best entertainment experience, based on everyone's effort, talent, and commitment, generating value, innovation, and lots of fun.

In the last few years, Cinemex had been implementing CIELO features in its operations like CIELO Cinema, CIELO Automation, CIELO Director, and CIELO QR.

> *"CIELO Cinema has helped us during all these years to control our assets by reporting critical alerts, assigning tasks to our technicians, and presenting asset information to our teams"*
>
> David Cruz Cárdenas
> General Maintenance and Projection Manager
> Cinemex

Cinemex can obtain relevant and timely information from its assets to help its teams become more effective, they always look to add different equipment to those already integrated for projection, to guarantee the customer experience in its facilities.

CIELO's Solutions create efficient processes to keep cinema management more productive, that's why Cinemex has implemented:

-CIELO QR Inspections, which help them to check the picture and sound quality in their movie theaters in a short time,
-CIELO QR Checklist, to keep track of their employee's productivity in their daily tasks.

These QR Solutions are simple to use and give Cinemex real-time information to prepare mitigation plans and execute activities on time.

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In addition, in recent years, Cinemex has been able to improve its operations with other CIELO features.

With CIELO Automation was able:

- Increase equipment life expectancy
- Increase technician productivity
- Save on electricity
- Xenon lamp cost reduction
- Reduce lost shows due to missing keys

With CIELO Essentials:

- Higher technician productivity
- Optimization of lamp purchases and savings
- Significantly improved ad compliance
- Reduction of lost shows, more successful shows
- Asset management and accurate up to date TDLs

Also, Cinemex decided to implement two more features in 2022:

- **CIELO CineStop,** which empowers them to automatically turn off lamps for shows that have no seats sold, saving on their annual lamp costs, and reducing operating expenses.
- **CIELO KDM Delivery,** which delivers Keys directly to cinema servers in as little as 15 minutes by simply emailing the keys to the CIELO cloud.

"CIELO provides tools that consolidate massive amounts of information in real-time reducing all the human effort and saving us lots of time and resources"

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Do you also want to start boosting your cinema operations?

We want to know about your cinema and needs.

Learn more about CIELO's solutions.

To start, you can try our solutions for free, see and test how our solution would work in your cinema, experiment with our platform and know everything you can do with it.

Let's talk

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