



Major Movie Theatre Chain

CUSTOMER SINCE 2007

Customer Overview

This company operates the largest and most geographically diverse theatre circuit in the United States, consisting of 6,771 screens in 548 theatres in 39 states and the District of Columbia as of October 29, 2009, with over 245 million annual attendees for the fifty-three week fiscal year ended January 1, 2009. Our geographically diverse circuit includes theatres in all of the top 32 and 44 of the top 50 U.S. designated market areas. The organization operates multi-screen theatres and has an average of 12.3 screens per location, which is well above the North American motion picture exhibition industry 2007 average of 6.5 screens per location. The company develops, acquires and operates multi-screen theatres primarily in mid-sized metropolitan markets and suburban growth areas of larger metropolitan markets throughout the U.S.

Technology Solutions: Compliance, Maintenance and Support

The company acquired 54 movie theatres on the East Coast in 2008 that required PCI compliance within 8 weeks of the acquisition. Telaid was commissioned to complete a comprehensive survey of each site's Box Office, Concession Stand, Manager's and General Manager's Offices, Training Room, and Back Office MDF. From the surveys, Telaid Engineered Custom Installations for each site, developed a comprehensive installation schedule and executed to those plans on time and 5% below budgeted. Each site now meets client specifications and BISC standards for both copper and fiber.

Installations were 3 nights with cut-over and demobilization on the 4th night. Installation included a complete upgrade of electrical to a new MDF cabinet and core communications rack, and IT integration of all business machinery in the facility. This included new POS cabling, training and ticket sales cabling, manager and general managers' offices, demark and new build of core IT communications and servers into Regal Cinemas Network Operations Center.

The project team consisted of a staff of PM's, BISCII and Field Engineers, Installation Teams, and Quality Control Managers. All sites were 100% compliant with PCI for Regal Cinemas and industry standards.

In addition, a 3 year installation and maintenance contract was awarded to install a dedicated communications infrastructure for delivering movie media digitally rather than on tape reels. There are over 400 U.S. sites targeted. The infrastructure installations require custom installations of a dedicated cabling backbone, electrical for each new core cabinet, a demark extension, and integration into Regal's existing infrastructure. All installations require copper and many also included fiber for to adhere to BISCII distance limitations.

A 6 week single store timeline for each site was developed and encompasses automatic generation of tracking and delivery of a detailed survey, engineering designs, and a custom installation plan. Installations average a week on-site with all infrastructure, communications rack, electrical, and readiness of each auditorium to accept subsequent digital equipment installations. Over 5600 auditoriums will be upgraded by the end of 2010.

About Telaid

Telaid is a leader in providing national IT and network infrastructure design and support services to some of the nations largest companies. Telaid's 24/7 nationwide coverage to over 50,000 plus client locations in all 50 states supports the delivering of a variety of technology solutions including Structured Cabling, Data and Voice Network Services, Audio Video Communications and Monitoring, Speech Privacy and Productivity Improvement Systems, Hoot and Holler and Paging, and National Project Management and Rollouts.