ARE YOU READY?

PRODUCT GUIDE

RTS READY THEATRE SYSTEMS
your complete cinema solution

WELCOME

Since 1993, Ready Theatre Systems has set the standard for a quick and easy point of sale system. Our software is fast, feature-rich, and economical. With nearly 30 years in the business, we have seen and done it all. Big or small, find out why RTS is right for you.

ARE YOU READY?

TABLE OF CONTENTS

Robert Chabot created RTS for a small family-operated chain to optimize operations. Our roots are directly reflected in our selling interfaces. With minimal steps, ease of use, and a database that finalizes transactions in milliseconds, it is evident RTS was built for theatre owners by a theatre owner.

BOXOFFICE AND CONCESSIONS

Equip your staff with the tools to efficiently sell tickets and concessions, while the database finalizes transactions within milliseconds.

KEY FEATURES

- Quick transaction times with an easy to use interface.

- Auditorium level indicator for low levels and sold out warning.

- Accept multiple payment types within the same transaction.

- No limit on the number of ticket types.

- Easily comp and discount directly from the selling screen.

- Supports general admission, reserved seating, or both if needed.

- Ability to sell concessions and tickets within the same transaction.

BOXOFFICE FEATURES

Ticketing is the backbone of RTS. Since our creation over 30 years ago, the ticket selling screen has evolved into a robust system with features including age verification, graphic buttons, film synopsis, multi tender, and multiple ticket print options - all designed to speed up your lines.

CONCESSIONS FEATURES

Elevate your quick-serve process with our robust concession selling. Features range from simple selling to dynamic features like remote item routing designed to increase food delivery accuracy. With alcohol's prominence increasing in the theatre space, we include useful tools like alcohol tracking tied to a customer's ID. Also, sell items using a barcode scanner, further speeding up your lines - our shared goal.

FOOD & BEVERAGE

Eliminate managing multiple point of sale systems by combining your Boxoffice and Food & Beverage with our comprehensive Restaurant selling interface.

KEY FEATURES

- Quickly enter food orders, improving accuracy.

- Efficient Tab Management System.

- Dynamic item routing for food prep.

- Graphical layouts of your dining room or auditorium.

- Purchase items via The RTS Native App.

- Capture credit cards for checks.

- KDS system.

RTS OPTIONS

The possibilities are endless for intertwining dining with the theatre industry. RTS does not limit you for the procedures you want to explore with your operations. For instance, utilize a pager system and have customers pick up their orders. Take orders directly at the seat using tablets and tab functions, or your app built by RTS.

KITCHEN FUNCTIONS

An expeditious kitchen is equally important to the efficiency of your serving staff. Our software provides dynamic order routing for kitchen printers and pick up viewers. Integration with KDS hardware such as bump bars assists staff in quick cook times and order prioritization. Expo management rounds it all out, delivering prep and orders

Grow your customer base with RTS' immersive brand experience solutions. Utilize RTS' many customer-orientated features like Digital Signage, Loyalty Program, Usher app, and a branded mobile app, designed to boost revenue and increase patron satisfaction.

GIFT CARDS

Expand your gift card offerings with our flexible gift card types, interfaces, and implementation options.

KEY FEATURES

- Sell gift cards directly from the selling screen or through an on-line interface.

- Virtual and physical cards available online utilizing Online Gift Cards – Great for the holidays!

- Gift cards available chain-wide.

- Import existing gift card data from your current point of sale for a smooth transition.

- Multiple reporting features like gift card lookup and daily log.

- Transfer gift card data if a card is lost.

ONLINE GIFT CARDS

Online transactions are becoming the mainstay of consumer purchasing. RTS makes these eCommerce transactions convenient even delivering virtual orders immediately. After a customer purchases a virtual gift card, the customer receives their virtual card via email after enjoying your intuitive check out process. If you have sold physical cards, you are notified of orders via email for prompt fulfillment. Did someone lose their card or incorrectly type an email address? Quickly lookup and resend virtual cards through our Online Gift Module. Deliver an exceptional product before customers even enter your facility.

DIGITAL SIGNAGE

Digital Signage is an interactive and engaging medium to showcase prices and information. Statistics show that businesses utilizing digital menu boards reduce perceived wait time, increase sales volume, customer retention, and are better at grabbing their audience's attention.

KEY FEATURES

- Enhance your locations with signs designed to wow your patrons and drive revenue.

- Increase per cap and speed up lines with sharp displays and creative menus.

- Use our in-house designs or create your own unique layouts.

- Signs include Showtime Signs, Concession Menus, Poster Boards, Directionals, Ad Displays, and Auditorium Signs.

- Utilizes easy to set up and economical hardware.

- No additional license fees or setup costs.

CUSTOMER EDUCATION

Brand educated customers significantly speed up your lines. Creative signage boards showcase critical ordering information with eye-catching colors and animations geared to upsell products. When the customer reaches a sales associate, they ask fewer price-related questions and communicate using mutually-agreed-upon concession terminology, enabling employees to execute transactions faster. Also, implementing directional and auditorium signage decreases questions asked to staff, routing payroll to essential aspects of your operations.
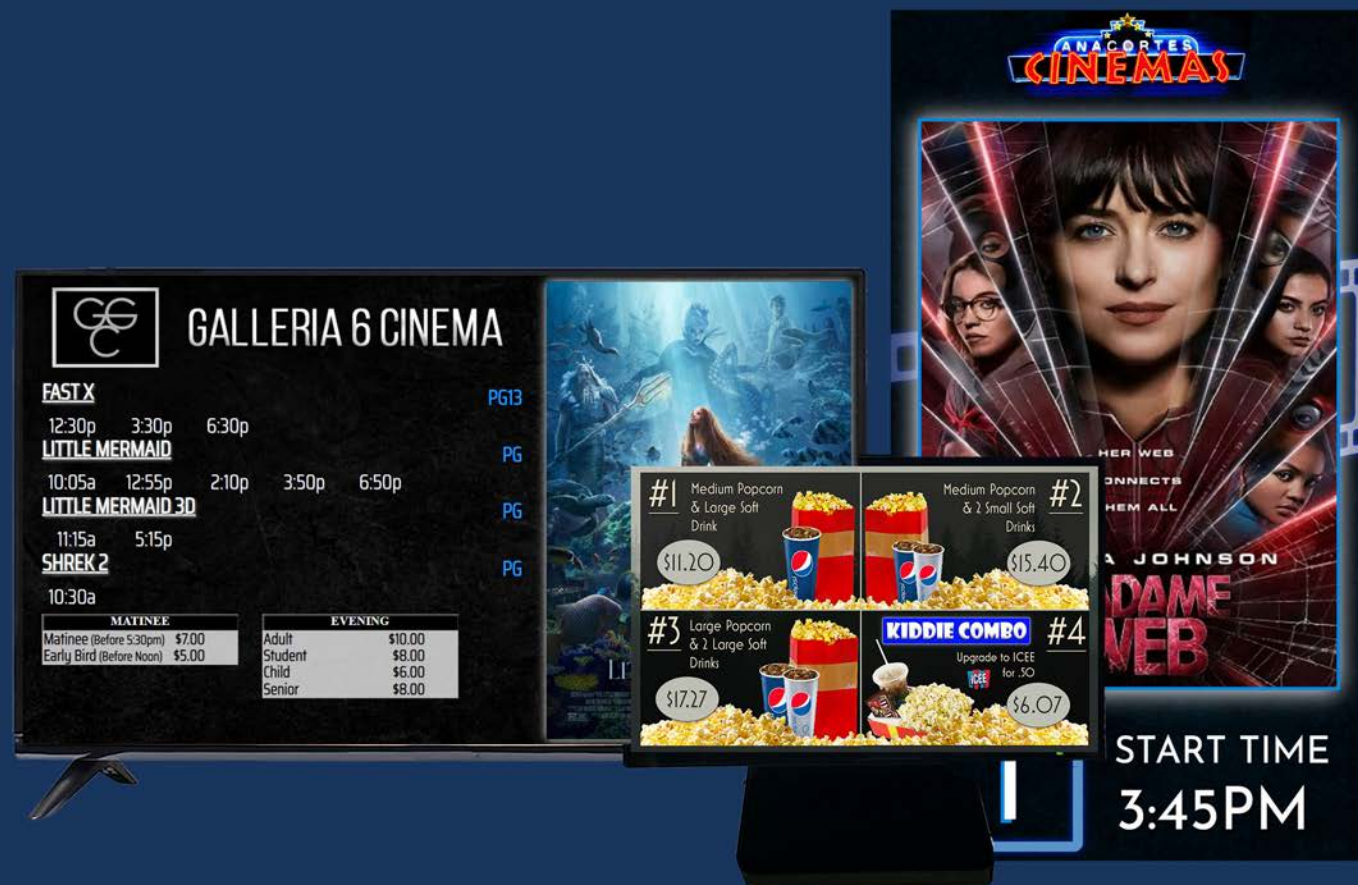
HOW DOES IT WORK?

1

Work with our graphics team to create custom content.

2

Configure ChromeCast settings to your network.

3

Your signs are ready to go! Content will update automatically.

4

Looking to make a change to your signs? Contact our Media Team

WHY USE DIGITAL SIGNAGE?

Digital Signage is rapidly becoming an integral factor to entertainment and dining experiences. Why should you consider adding digital signage to your business?

35%

Reduces perceived wait time at checkout by as much as 35%.

Source: https://mvix-digitalsignage.com/blog/digital-signage-statistics-

31.8%
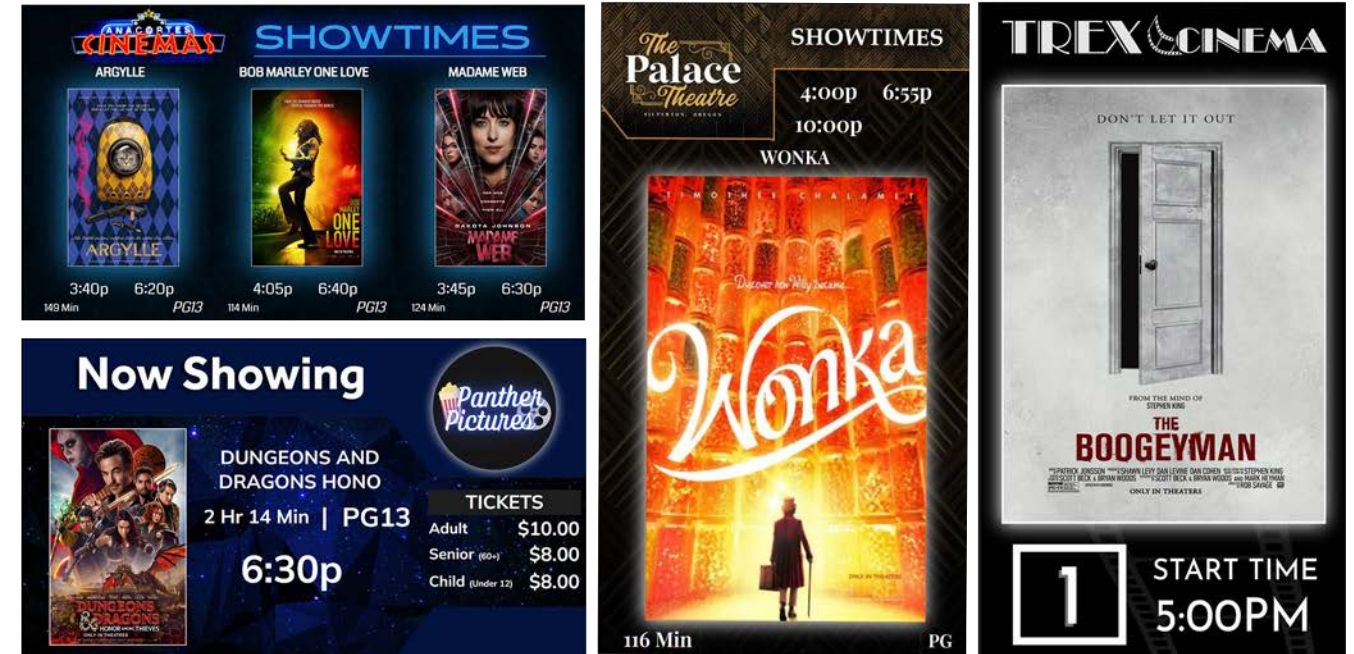
Creates a 31.8% upswing in overall sales volume.

30%

Increases customer retention by 30%.

63%

63% of people say that Digital Signage captures their attention.

MARKETING MADE EASY

Physical studio content is sometimes hard to come by. Our signage program guarantees your lobbies and hallways will always be filled with content, turning a casual patron into a repeat customer. Looking to advertise local businesses? We can help with that as well! Generate additional revenue with our advertising display boards - all included with your RTS program.

LOYALTY CARDS

Motivate your customer base with our built-in loyalty program designed for customer incentivization and retention.

KEY FEATURES

- Generate revenue with our multiple rewards programs.

- Design creative programs specific to your audience. Options include offering concessions, discounts, and free ticket incentives. Choose from our ladder, spendable points or tiered memberships.

- Members accrue points by spending money at your business. Every dollar spent equates to a point value, determined by your program.

- Convenient sign-up resources equal customer motivation to join the program. RTS offers multiple membership recruitment options from a selling station, online, and at a kiosk.

- Members effortlessly check point balances and available rewards online.

- Enhance your marketing efforts with membership data reports and exports.

WHY USE IT?

Loyalty programs are essential to marketing campaigns. Not only do loyalty programs generate new customers, but loyalty programs acknowledge your existing clientele base and incentives patrons to keep coming back. According to Forbes, retaining customers is seven times more cost-effective than attracting new patrons. Our loyalty program will help achieve your customer retention goals by linearly rewarding customers as they spend money. Also, our online forums offer transparency for customers to quickly check reward program status, encouraging participation, and generating program excitement.

HOW DOES IT WORK? FOR YOU

1 Comprise your program by deciding these key factors:

2 Which program works for you? Ladder, Spendable Points or Tiered Membership?

3 Will they earn points (and how many) when buying concessions, tickets, or both?

4 At what level will they begin to earn rewards?

5 What reward will they receive per point level?

HOW DOES IT WORK? FOR YOUR CUSTOMERS

1 Customer registers for your program. Customers join from an RTS station, online, or at a kiosk.

2 During each purchase, an employee or rewards member enters their reward member information, associating their details with the transaction. The association will enable the member to earn points and see if any rewards are available for redemption.

3 A participant has a reward! After RTS selects the item from the selling screen, RTS will prompt asking permission to redeem the item. Once confirmed, RTS deducts the prize from the loyalty member, simultaneously still maintaining all routine selling procedures besides expecting monetary value for the item.

4 The reward member continues working through the loyalty system accruing points and spending money at your enterprise. You and your reward member can look up information to check statuses and point balances.
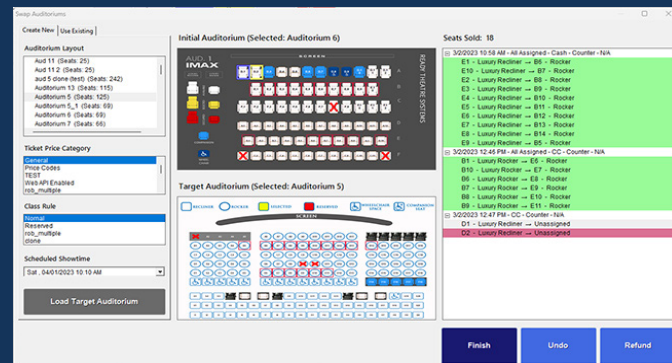
HOW DOES IT WORK?

1 Provide blueprints of your layout to the RTS media team for layout generation

2 We create designs to your specifications - can include seat legends, auditorium features, and logo.

3 You are ready to sell!

4 Customers purchase tickets online, at a kiosk or an RTS station by selecting their seat

Ask about our Auditorium Swap feature

RESERVED SEATING

Advance seat selection has swept the theatre industry for its convenience and correlation with increased internet ticketing sales. Ensure your customers are making informed and secure purchases, while your employees have a bevy of customer service tools.

KEY FEATURES

- Customized graphical layouts.

- Multiple seat types and pricing available in the same auditorium.

- Graphical display for retail and online sales.

- Manager functions including seat swap, auditorium swap, seat history, and seat hold.

WHY USE IT?

Reserved seating is a customer-driven feature. Our developers have listened to your feedback and implemented features that will assist your employees in providing the best customer service possible. For example, employees can easily seat swap if a customer changes their mind. Or, if a recliner breaks unexpectedly, mark the chair as broken immediately from the selling screen.

YOUR APP, BUILT BY RTS

Your App, Built by RTS, is a fast and easy platform for customers to purchase tickets and keep up to date with your locations. Compete with all the major chains and put the future of ticketing in your customer's hands.

Trailers

GPS

Store Payment Information

Earn Loyalty Points

Custom Notifications

Fast Checkout Process
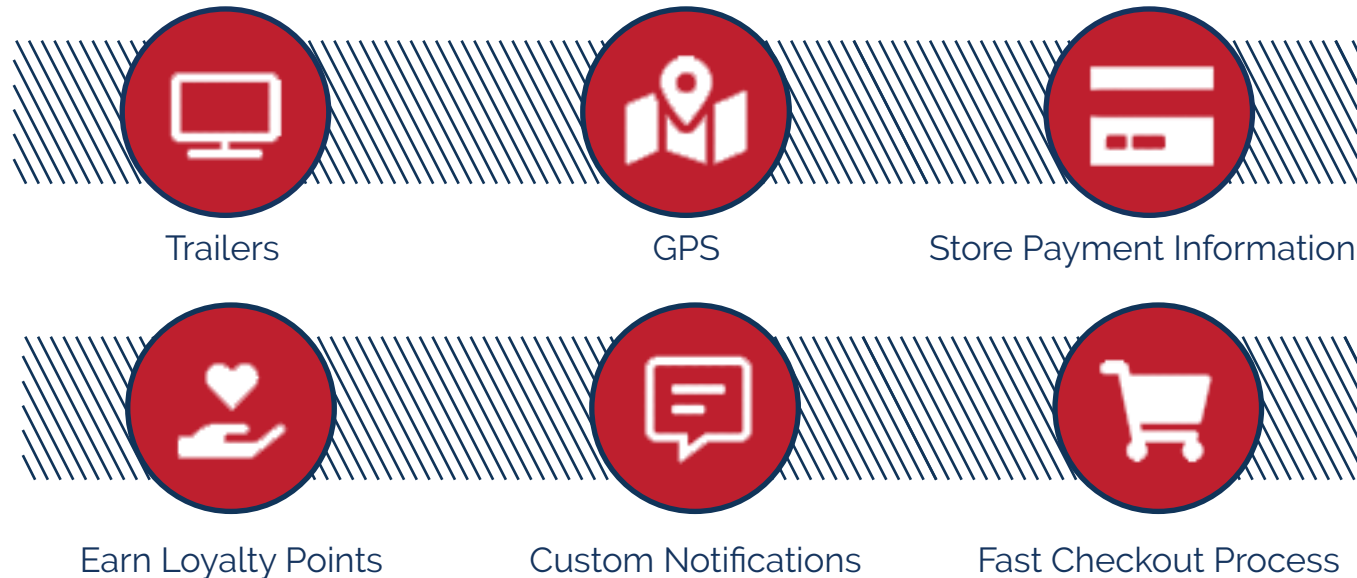
CONVENIENCE IS KEY

With numerous amenities and luxuries flooding the market, cinema-goers have more choices than ever factoring their decision-making process. However, convenience is often the ultimate influence when spending money. Keeping accessibility in mind, we engineered an easy and accessible mobile ticketing app branded to your locations. Users watch trailers, map their route to your theatre, earn loyalty points, and, most importantly – store their credit card payment for a seamless check out process. Also, always keep top of mind with your audience by sending direct custom notifications. Alert your customers to upcoming movies, new trailer releases, and promotional events. Own your customers with Your App, Built by RTS.
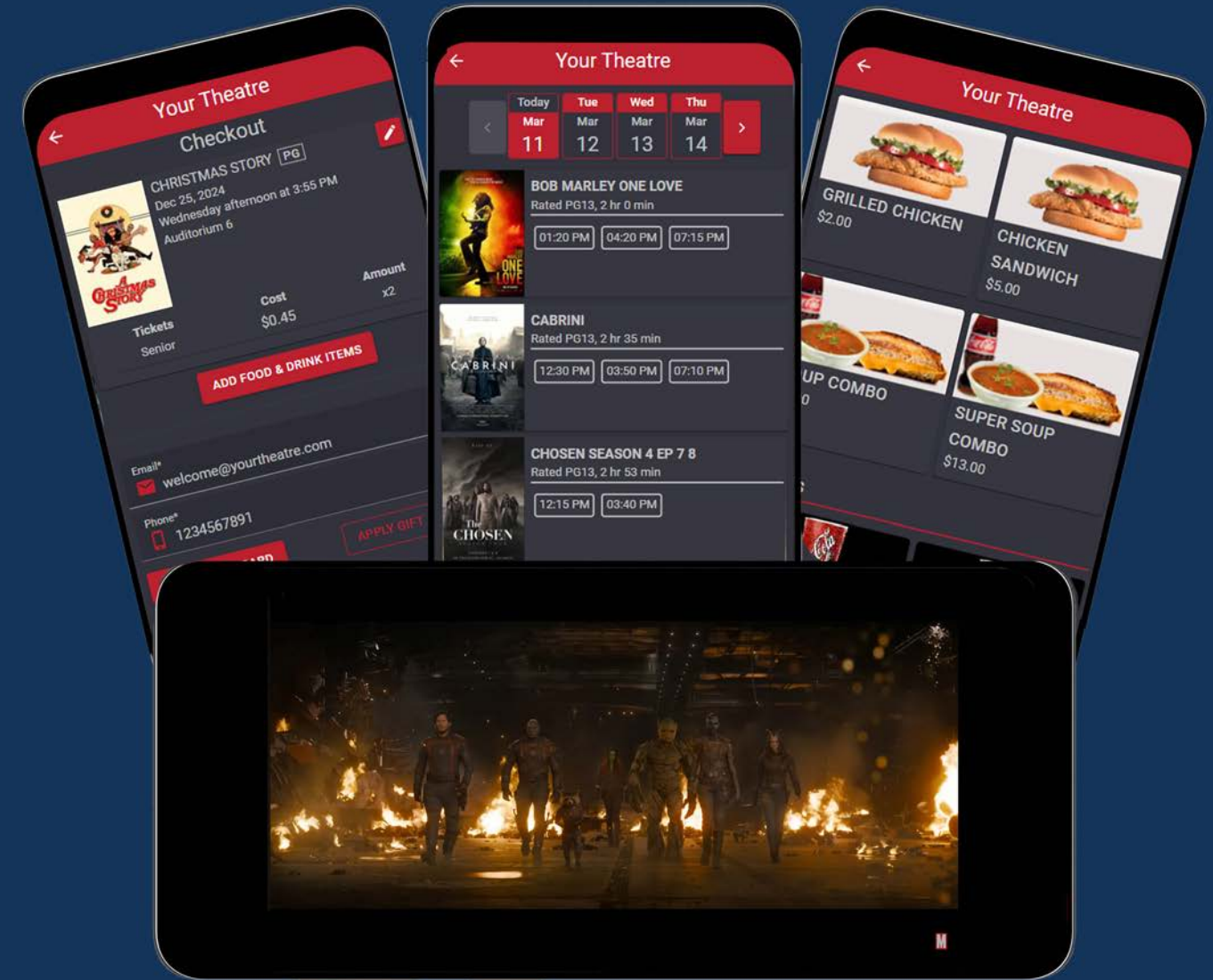
USHER APP

Bring cutting-edge mobile technology to your theatre with the new Usher App. Customers will skip the lines moving through your theatre all the quicker.

KEY FEATURES

- Easily redeem advance tickets from the usher stand

- Available on any device with camera capabilities

- Browser based functionality

- Works great with the RTS location branded mobile ticketing app

WHY USE IT?

The RTS Usher App is the perfect companion to the RTS mobile ticketing app and an outstanding addition to your overall online ticketing infrastructure. Any purchase for your theatre, regardless of origin, is scannable through the Usher App. The Usher App inclusion with your online ticketing platfrom further promotes the convenience of on-line ticketing, increasing online ticketing revenue and reducing your boxoffice lines.
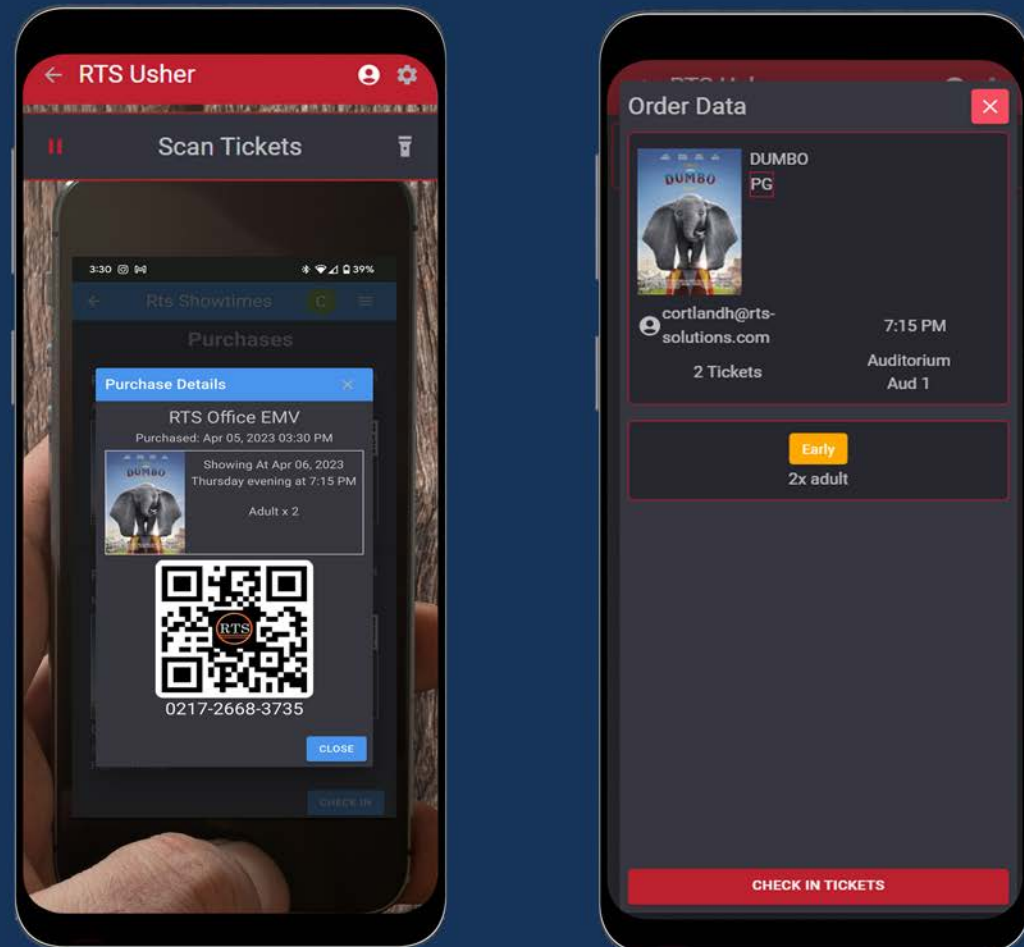
ONLINE TICKETING

Capitalize on e-commerce trends and provide the convenience of online advance ticketing. Best of all?
Retain all of your internet ticketing fees.

KEY FEATURES

- Elite RTN options bring ease of use and functionality.

- RTS includes a built-in custom designed web server.

- Quick and secure SSL/TLS checkout process.

- Link your existing webpage for a smooth point-of-sale transition.

- Ability to add your web designer's third-party scripting.

- KEEP ALL OF YOUR INTERNET TICKETING FEES

THIRD-PARTY TICKETING

Expand your customer reach by selling tickets through third-party ticketing sites. RTS has directly integrated with the top third-party sites, ensuring showtimes are accurate and updated frequently. Integration affords you the technology of actively pulling your feed for sales instead of passively scraping showtimes for display only, which can lead to inaccuracy and customer frustration. Enjoy the reliability of third-party integration while increasing your patron footprint.

THE RTS DIFFERENCE

Our decentralized server setups prevent advance ticketing surges from affecting your locations, which means that one location's ticket purchases do not impact another's speed and performance. Since moving to distributed sales in 2010, we have not had an internet ticketing outage. essential aspects of your operations.
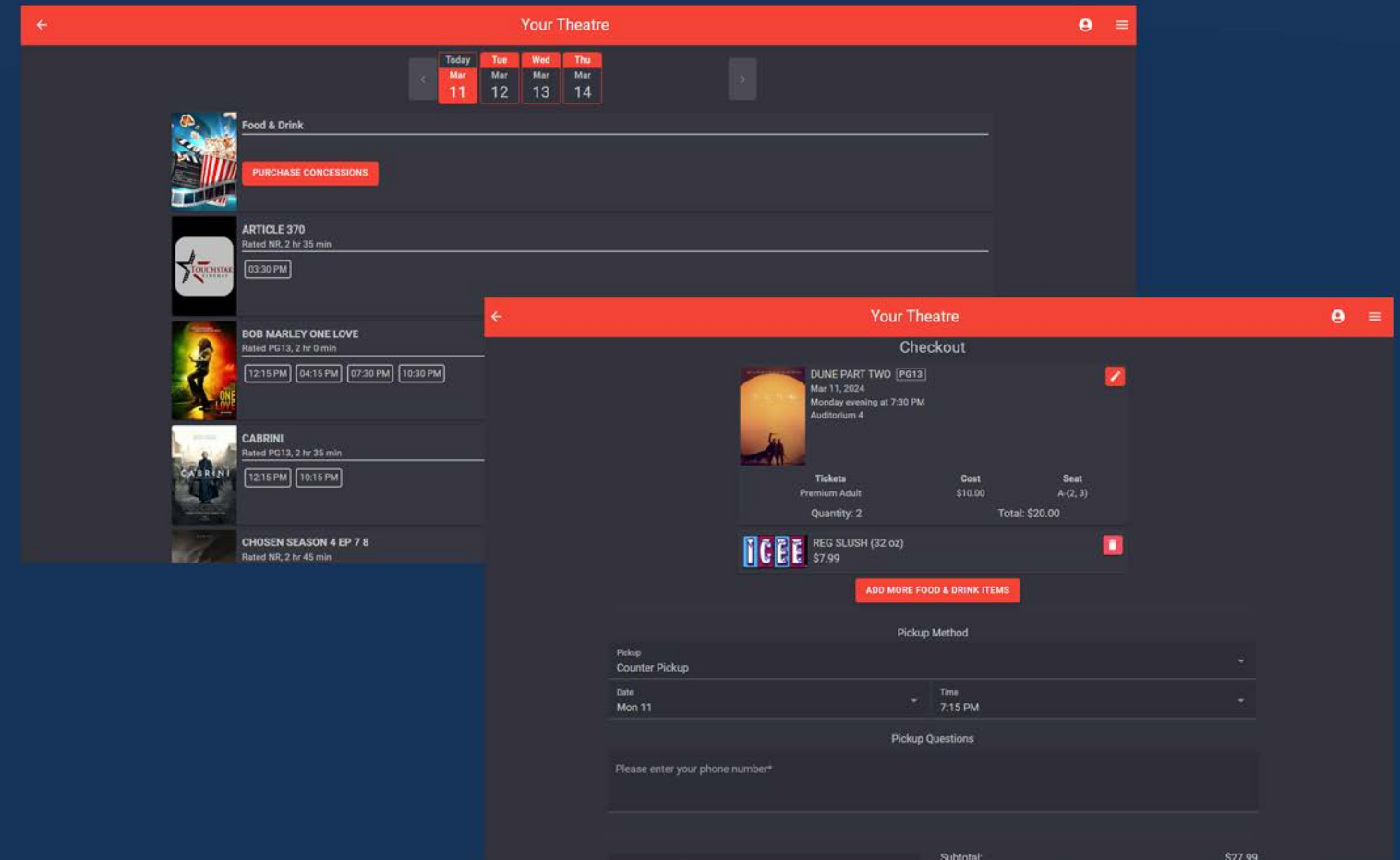
KIOSKS

RTS offers a user-friendly and intuitive kiosk interface that streamlines the entire experience. From purchasing tickets and concessions to convenient ticket pickup. Kiosks reduce lines, boosts customer satisfaction, and maximize your sales potential.

KEY FEATURES

- Sell and pick up tickets.

- Purchase food and beverage at the kiosk.

- Reload gift card option.

- Customizable interface to increase brand exposure.

- Is your Kiosk a pickup station only? Then your kiosk software is free to use!

WHY USE IT?

Did you know kiosks promote online ticketing sales? Kiosks encourage customer independence and educate audiences on checkout processes and transaction flow. As they continue to use kiosks, they will become aware of additional features like picking up tickets. Over time, you are driving your advanced ticket sales, boosting your convenience fee revenue, while simultaneously reducing payroll costs.

Optimize and refine operations with our corporate level-back office solutions. For example, RTS aggregates data, increases employee accountability, and simplifies operations with multi-location reporting.

BACK OFFICE MANAGEMENT

Optimize and streamline operations with our back-office management tools.

KEY FEATURES

- Aggregate essential operation data ranging from boxoffice totals, stock levels, to labor costs.

- Make changes to your system from any RTS station.

- No additional costs or license fees to add office computers.

- Import data from multiple locations into one centralized office computer with regular automatic data transfers.

CHANGING YOUR RTS INFRASTRUCTURE

As your business evolves, RTS grows with you. We designed RTS with the end-user in mind, so you may modify your program as your business adapts to customer needs and market fluctuations. Easily add new concession items, change ticket prices, and create unique selling screen layouts - from anywhere. While we have a customer service team ready to assist, our system is intuitive, so the power is in your hands to make the changes you need to evolve your system.

TYPES OF REPORTS

- Boxoffice
- Deposit Total
- Inventory

- Concession Sales
- Advanced Tickets
- Monitors

- Labor Cost
- Tip Sharing
- Sales Data Sync
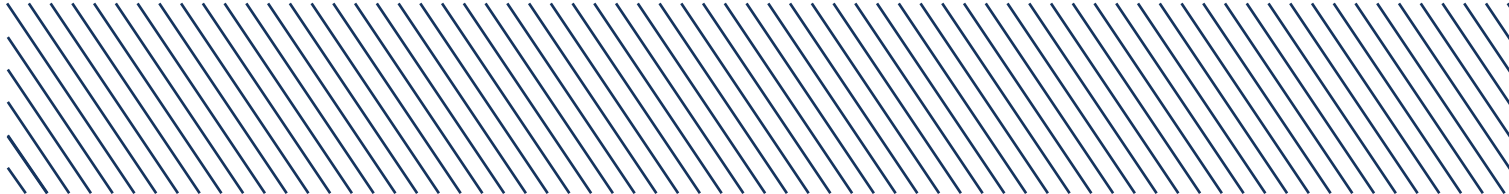
INVENTORY

Inventory management systems optimize your operations from order placement to routine count-outs. Utilizing RTS' built-in Inventory System provides precision, tools, and accountability to contribute to your successful procedures.

KEY FEATURES

• Track stock levels automatically after an item is sold in concession or restaurant interface

• Receive or return items using the inventory module and correct stock levels if needed by referencing various reporting features

• Input memos and invoice numbers

• Track levels down to the ounce with our granular system customized using the recipe builder.

WHY USE IT?

We have comprised a cohesive management system, resulting in several key components essential for your operations. With RTS' automatically deducting stock levels, you are significantly reducing payroll hours and adding a stringent level of accountability. Also, multiple inventory reports enable efficient enterprise ordering due to easier low-level stock management and cost trending. Let RTS lift the heavy work of your inventory – except for moving boxes, of course.

SCHEDULING

Plan your schedule through our intuitive RTS based interface with features designed to promote accuracy and efficiency.

KEY FEATURES

- Easy color-coded system.

- Copy, delete, or open for multiple date range.

- Export your schedule to your TMS and LMS via a local file or FTP.

- Edit films and showtimes directly from the scheduler.

SCHEDULE EXPORTS

Publish your schedule to essential business operations saving time and money. For example, RTS automatically exports your schedule to your TMS and LMS, eliminating manual data uploads. Also, update your websites through XML files and API integrations. After your sales are finalized for the day, automatically report to ComScore and SWIFT. Let RTS automate your essential scheduling needs.

FILM DATABASE

Movie lovers rejoice! We have curated a database with thousands of films to simplify your scheduling procedures.

KEY FEATURES

- Custom Image Upload Option.

- Continually updated and managed Film Catalog.

- Automatically download graphics for selling screen and Digital Signage.

- Promotes continuity and reduces error.
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WHY USE IT?

Correct title mapping is important. The Internet Film Database not only disseminates accurate data but promotes continuity across locations. Also, eliminate time-wasting procedures of film research - we have done the work for you. Not only does the film list pull critical data, but it provides graphics for our Digital Signage, keeping your movies beautiful.
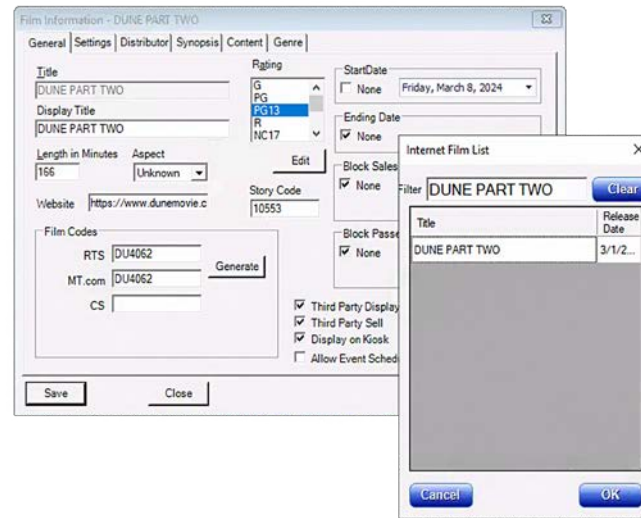
EMPLOYEE MANAGEMENT

Efficiently handle employee operations and accountability with our wide variety of security checks, reporting features, and payroll exports.

KEY FEATURES

- Capture employee hours and track pay rates.

- Ensure security with optional fingerprint clock-in.

- Individual employees clock in with password-protected assigned roles.

- Assign employees multiple jobs with different pay rates.

- Numerous reporting features and payroll export options.

WHY USE IT?

Employees operating RTS are the front line of your customer service, executing essential business operations. We promote safe business practices by adding multiple layers of security and accountability, with numerous reports tailored to specific research needs. For example, examine individual transaction details ranging from voids to credit card sales. With RTS, you're not only operating efficiently – but with security and accountability.

WEB REPORTING

Not at the theatre? Only have access to your phone? No worries! Access your RTS reports from any device using Web Reporting.

KEY FEATURES

- Access essential performance data from any mobile device, tablet, or browser.

- No additional license costs.

- Keep track of your theatre on the go, enabling you to make essential, timely decisions, even if you are away from the theatre.

WHY USE IT?

Looking to access multiple locations from one device? Streamline your operations by creating a centralized web reporting data hub. From your hub, you can view essential enterprise-level information from across your chain. Make timely decisions, avoiding the hassle of accessing multiple locations individually.
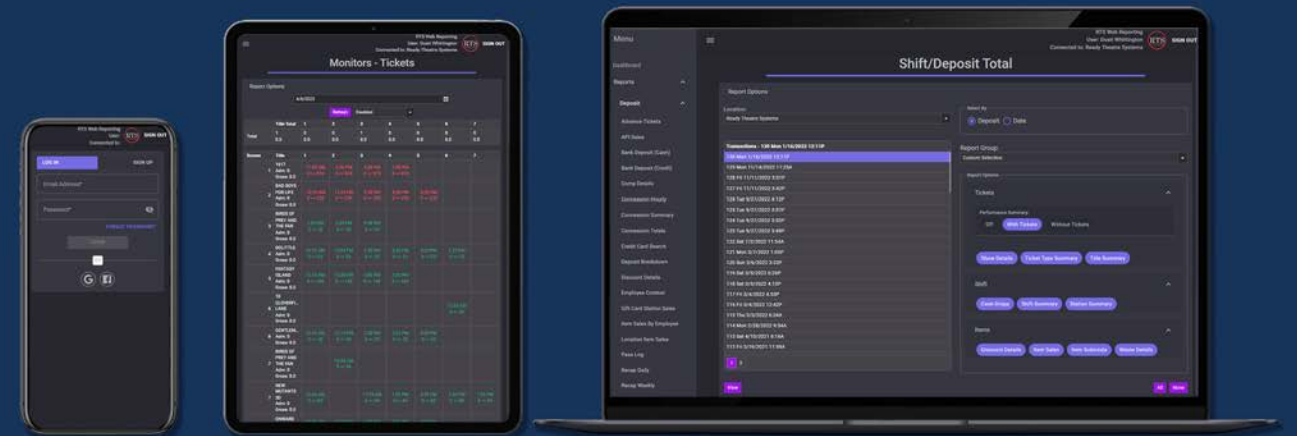
Implement the point of sale that not only optimizes but supports and protects. With an enterprise-level, scalable PostgreSQL database, 24/7/365 support staff, and out of scope EMV credit card processing, RTS keeps your operations safe and secure.

TECHNICAL SUPPORT

Implementing a new point of sale system may seem daunting. Our tech support team removes those concerns by providing exceptional care.

KEY FEATURES

- 24/7/365. If you are open, so are we.

- Extensive professional guides and feature overviews.

- Team members readily available, based in Knoxville, TN.

- Hardware integration and implementation.

- New account coordinators dedicated to helping you transition to RTS.

- Zoho Customer Portal

WE ARE HERE FOR YOU

When you contact our team, you are not speaking to a call center – you're interacting with RTS team members familiar with your theatre. Our team includes IT, Sales, Graphics, and Development professionals. Our team is ready to contribute to your success and assist in reaching your business goals.

SUPPORT & SECURITY

EMV CREDIT CARD PROCESSING

EMV credit card processing is indispensable for securing your operation's credit card data.
RTS supports multiple secure readers, speedy transactions, and various credit card processing options to protect your business from fraudulent activity.

KEY FEATURES

- Protect your theatre's and customer's data utilizing secure EMV processing.

- Multiple credit card processing options available.

- Process Near Field Communication (Tap and Pay) payments like Apple Pay and Android Pay.

- Minimize setup time with our technical support team.

- Various secure card readers supported.

COMPONENTS OF SECURE PROCESSING

Emv is the most commonly reference term when discussing secure processing. However it's only one aspect to keeping your data safe. RTS Provides all three key aspects to credit card security.

EMV

EMV is a proprietary standard used by the global payment networks to combat card-present counterfeit fraud.

End to End Encryption

E2E makes data unreadable as it is processed so that if it's intercepted by malware or hackers, it's useless. Data is never stored in your point of sale system.

Tokenization

Tokenization replaces sensitive payment data with a unique token generated by complex algorithms that cannot be duplicated or decoded.

Source: https://www.vantiv.com/secure-payment-systems/emv-basics-for-merchants

LOCAL BASED SERVER SOLUTION

A debate is raging between cloud-based vs. local servers. Due to the cloud-based solution's lack of reliability, RTS proudly chooses to run our systems as a local server. With a local server, you are still afforded features as a cloud solution, without running the risk of crashing from a central point of failure.

IT JUST WORKS

Worry no longer about your point of sale crashing on a busy night. RTS works. And it works fast. We utilize an advanced PostgreSQL database running in a server peer to peer environment to provide a stable selling environment. If you lose your internet connection, your workstations will maintain contact with each other, which doesn't happen with a cloud-based solution. The RTS server resides in your theatre. Right where it should.

BACKUP SYSTEMS

We understand the need for data protection and redundancy. First, RTS creates backup every-morning on your workstations. Also, we run replication servers that generate backups of your data in real-time. In the event of a catastrophic failure, our technicians quickly restore your data on a different RTS terminal, saving you time and money. RTS can also save a backup offsite via Google Drive.

INTEGRATIONS

RTS proudly works with industry leaders. Innovate your theatre with built-in integrations like Embed, Brunswick, InterCard, YellowDog, Third-Party Ticketing sites, and many others. Looking for more? Contact our development team to get started.

CUSTOM FEATURES

RTS would not be where we are today without the input of theatres like yours. RTS routinely releases new versions packed with features geared towards running your operations smoother. Check out our list of software updates on our website.

READY THEATRE SYSTEMS

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