

# CINEMA SET-UP

## Getting your cinema ready for re-opening

### SAFETY FIRST

In order to effectively communicate your safety measures with your moviegoers and encourage visitation, you might need to prepare your cinema operations for re-opening first. Consider addressing the following areas that may require change to your typical cinema operation process.

For Vista Cinema clients, our Vista Group partner [provides a collection of dedicated features](#) to enable an almost contactless cinema experience throughout the entire journey, keeping your staff and moviegoers safe.

- Seating capacity, operating hours and ticket pricing
  - Vista Cinema offers a dynamic seating solution to allocate booked tickets in a socially distanced manner
- Food & Beverage preparation, offers, order and pick-up process
  - Online orders via website, app or kiosk reduce interaction and speed up the order process
  - Notifications avoid queuing up and let guests know when their order is ready for pick-up
- Ticket purchase process, delivery and validation
  - Self-service ordering and ticket scanning help guests to not have to touch surfaces others have interacted with
  - Digital tickets replace paper tickets and provide an opportunity to add concession offers or purchase updates
- Prepare in-theater staff for new sanitation procedures
  - Enforce strict cleaning schedules using Vista's staff checklists and communicate these measures to moviegoers on digital signages
- Consider your local requirements for contact tracing
  - If contact tracing is required, your guests might need to sign up for loyalty program in order to purchase tickets

#### NEED HELP?

To learn more about these features and how Vista Cinema can help you,  
contact your Vista Relationship Manager, send an email to [reopenkitUS@vista.co](mailto:reopenkitUS@vista.co)  
or visit [www.vista.co/cinema-reopening-kit](http://www.vista.co/cinema-reopening-kit).