



**Transform your
theatrical distribution
process with
Capgemini's end-to-
end, managed service
application**

Better management of theatrical distribution processes can differentiate you from competing studios. It can simplify your theatrical release plan and track revenues more accurately. In practice, however, studios are burdened with complex deal terms, multiple vendors and software licenses to aggregate a functional theatrical distribution platform. Then, there is the cost of staying relevant, maintaining and upgrading disparate systems. In order to better align your distribution efforts, you need a holistic application that provides flexibility, operating efficiency and complete control.

**Keep on top of the rapidly changing digital cinema
landscape**

Capgemini's Digital Entertainment Exchange (DEX) is a full-feature, managed service application, designed to simplify and automate theatrical distribution processes of major and independent studios, distributors and theaters of all sizes. DEX offers studios the innovation, configurability, and capacity required to manage the overall process of theatrically distributing a film, covering sales planning and booking, print and master reference data management, incoming estimated grosses and actual box office report processing, settlements, billing/invoicing and cash application. Apart from streamlining the workflow and automating transactional activities, it offers a sophisticated reporting tool for analyzing sales performance and financials.

Plus, DEX addresses your needs for best practices and global standards in theatrical distribution, while also supporting territory specific regulatory needs.

With its configurability and security features, DEX eliminates complexity and guesswork from distribution processes. The net result is a competitive advantage in the form of operational excellence and reduced overhead costs-per-release in the long term. This enables you to focus on what you do best: accelerate global releases and proactively build lasting customer relationships.

Essential Service Features

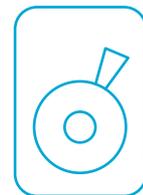
Mass Booking and Holdover Capabilities

- Plan bookings for a release – at locations (theatre), screen and print format level and book at the desired locations and screens in a single transaction
- Book multiple formats on a single booking (Film, Digital, 2D, 3D, IMAX, etc.)
- Plan bookings for a release based on prior comparison of film releases
- Automatic booking confirmation generation and dispatch
- Automated digital cinema virtual print fee calculation
- Manage holdovers at booking or print format level – including support for non-standard openings
- Reporting of Print Holdover and Screen Counts – including non-standard openings



Prints

- Maintain digital and film print formats for a release, digital package/hard drive contents, and mass maintain digital print versions (e.g. pre-release versions, last minute re-mastering, release version)
- Support for different digital content delivery methods (Hard Drive, Satellite, Fiber)
- Interfaces with digital content and key providers, mass update for digital key requests
- Automatically send and store shipping requests, view and manage shipping holds



Grosses

- Flash (estimated) grosses and actual Box-Office entry
- Integration with Rentrak and territory-specific third-parties for flash grosses
- Actual Box-Office interface with most major exhibitors (currently handles more than 90 different exhibitors)
- Box-Office checking interface with third-party theater checking (audit) company



Billing

- Country-specific billing and invoicing
- Billing adjustments and settlements, miscellaneous billings, interest billings and invoices
- Billing module to facilitate billing of Per Capita and Excess Pass violations
- Electronic Billing Interface





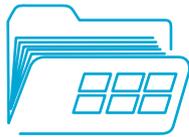
Deposits & Cash Application

- Payment application, A/R inquiry and automated generation and emailing of A/R statements
- Deposits, journal entry, write-off request and approval process
- Deposit and E-voucher payment application interfaces



Digital Cinema Capability Management

- Maintain screen capabilities for theatres globally
- Workflow approval for digital equipment, trusted device list (TDLs), for screens
- Storing of digital Format (UUID) management and tracking



Financial Close Module (FCM)

- Maintain GL & ORG mappings to financial general ledger system
- Store current and historical close data
- Report on financial information rolled up by territory
- Post (interface) to financial general ledger system

Capgemini DEX: Key Outcomes

- **Gain absolute control:** DEX provides absolute complete control over and flexibility with planning for theatrical releases across territories
- **Benefit from a single platform:** DEX is offered as a centralized, hosted and managed platform, eliminating the need to invest resources in upgrading multiple applications, managing vendors and procuring licenses. In the long run, this enables you to reduce IT spend per release
- **Prevent revenue leakages:** Better tracking and management of distribution activities, reduces the risk of inaccurate invoicing and incremental distribution costs overtime. This prevents instances of revenue leakage
- **Improve Customer relationships:** Interact and transact with your outlet partners more effectively, improve your service levels and relationships with all partners in the distribution ecosystem
- **Enable IT to focus on innovation:** Focus on IT for innovation, not transactional activities that can be automated by DEX



For a demonstration of Capgemini's DEX, please contact:

Andre Merikyan

Capgemini Vice President of Media & Entertainment
Andre.merikyan@capgemini.com
1+562.773.4287



About Capgemini

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Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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