

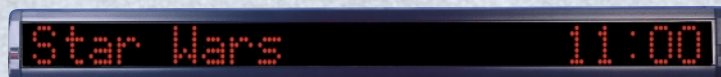


# Simply Theatre Signs

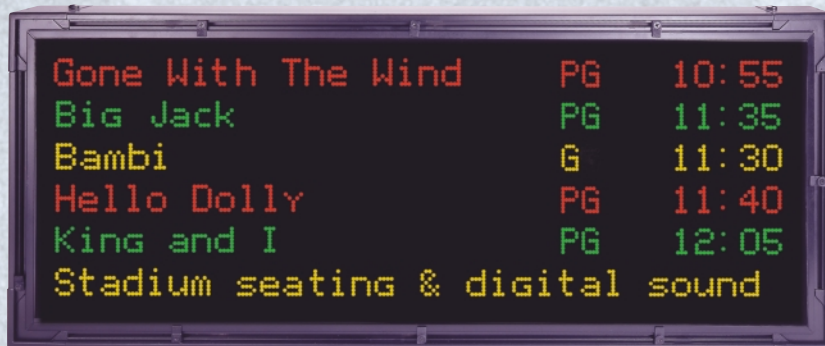
## Intelligent Theatre Software

**Simply Theatre Signs (STS) software automatically manages and displays important theatre information on ALPHA™ LED displays.** Your Point of Sale (POS) system is constantly polled and its current data is instantly displayed on your House/Auditorium, Box Office, Lobby and Poster signs. STS provides message emulation and complete security to help streamline your theatre communication system.

**Improve profits by reducing labor costs and increasing concession sales.** Eliminate the recurring labor costs of changing static Mylar letters and House signs. Display concession advertisements on your House and Box Office signs even between sets. Use light, color and motion to attract attention to your advertisement to increase sales of high profit margin products.



### ALPHA 220C – House identification



### ALPHAVISION™ FS – Box Office and Directional displays

- Interface with all major POS suppliers: Radiant, ICON, Splyce, Pacer Cats, Venue, etc.
- Import features and show schedule directly from your POS system
- Automate message transmission to many sizes of ALPHA LED displays at the same time.
- Display concession ads on House signs between sets or when not in use.
- Create messages easily via Feature Editor, Directional, House and Box Editors.
- Create and edit show schedules whenever required, without restarting the system.
- Automatically display "Low Seat" or "Sold Out" messages on the Box Office displays.
- Print daily reports: film, daily usher, projectionist schedule and House cleaning times.
- Optionally operate in a stand-alone environment without the need for a POS system.

#### POS Interface

- Customized interface between the theatre POS system and STS software
- Import features directly from your POS
- Data validation

#### Configurable during run-time

- You don't need to shut down STS after making changes. Changes take effect immediately.
- When you have last minute schedule or House changes, you can easily make modifications within STS to reflect the changes on both the House and Box Office signs.
- No ini files to edit!

#### Security

- Control access to each area of the software – 9 level security system
- Easily add users whenever the need arises
- Login is only required when accessing restricted areas

#### Maintenance

- Automatic maintenance is performed periodically throughout the day
- Files are compressed and kept to a minimum allowing faster performance
- Critical data files are automatically backed up on a daily basis

# Innovative Communication Messaging Software From ADAPTIVE and Simply Done Software

## Show Scheduler

- Create and edit show schedules
- Prevent updates on specific shows
- Easily paste a schedule from one house to another
- Copy a day's schedule to other days
- Copy a show and paste it multiple times
- Easily swap shows and houses

## Emulators

- View real-time displays of your Box Office, House, Directional and Poster signs, including colors and effects

## Feature Editor

- Add and edit features directly in STS
- View the feature list, sorted ascending or descending, by title or booking number
- Designate Special Function feature

## House Message Editor

- Create standard message groups to display on House signs
- Create advertisement groups to display on House signs when the House is not in use
- Designate colors and effects for each message within a message group

## Position Director

- Designate positions on the Box Office signs for advertisements to appear
- Depending on the Box Office display option, specify feature titles on the Box Office signs

## Network Configurations

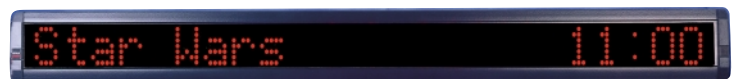
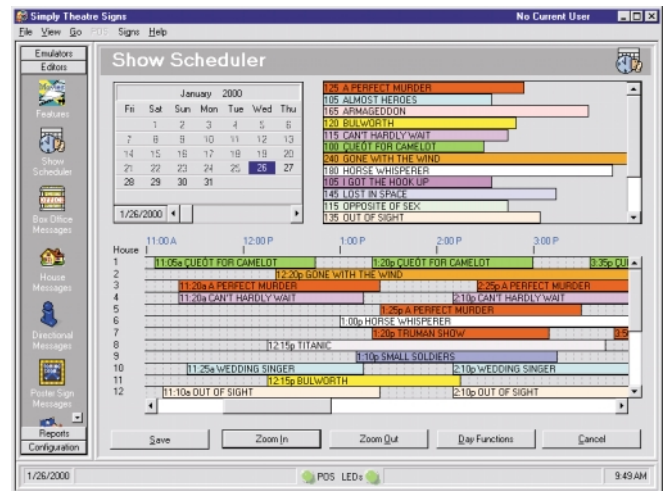
- RS232/RS485 wired to the ALPHA LED displays
- RS485 to ALPHA LED clocks

## PC Requirements

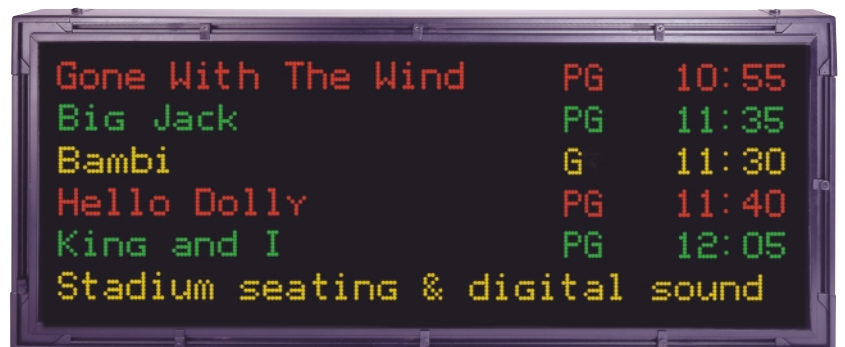
- Pentium 333mhz with 64 MB RAM
- 150 MB Hard Disk space
- CD ROM drive
- Microsoft Windows 95/98/NT 4.X
- Video card capable of displaying 800 x 600 true color

Automate Theatre POS Communications.  
With STS, manually changing signs is a thing of the past.

STS software receives constant updates from theatre POS systems.



House signs change automatically



Directional and Box Office displays are always current