



Cinepolis Luxury Cinemas

"Ensuring the safety of everyone in a Cinepolis theater is our No. 1 priority. The NLSS Gateway enables us to meet that goal and opens our eyes to the capabilities of a truly modern-day solution."

— Marc Russo, IT Manager, Cinepolis Luxury Cinemas

Customer

Cinepolis Luxury Cinemas is the fourth largest movie theater chain in the world, having sold more than 115 million tickets in 2010. The movie



theater chain recently began its expansion into the U.S. market and is halfway through the first phase of the expansion, which calls for seven Cinepolis locations throughout California. Three locations, Del Mar, La Costa and Ocean Ranch, are currently open with two more

preparing to cut their ribbons in September and October 2012.

Cinepolis is revolutionizing the moviegoer experience by showering their customers with luxuries typically not associated with a night at the movies. The Cinepolis experiences includes a relaxing lounge with full restaurant and bar for socializing before and after movies, electric reclining theater seats equipped with call buttons to signal waiters and waitresses, and at-your-seat wait service.

Challenge

Movie theaters funnel large crowds of people into dark rooms where their attentions are consumed by what is on the screen and the only

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Details

Customer:

Cinepolis Luxury Cinemas

Cameras:

Channel Vision IP cameras

Next Level Solution:

NLSS Gateway 3000

Next Level Benefits:

Multiple systems in one platform
Intuitive user interface
Cloud-based service value-add

Next Level Results:

Streamlined investigations
Significant ROI
Ease of management
Captured data used for trending
Multiple access levels

"It is much easier to investigate incidents with the NLSS Gateway. It is smooth from a user perspective." — Marc Russo, IT Manager, Cinepolis Luxury Cinemas



Cinepolis protects customers, reduces liability with NLSS Gateway

exits are through small choke points, which makes security at such facilities a unique challenge as recent national events, such as the shooting in Aurora, Colo. during a midnight screening of “The Dark Knight Rises,” can attest. In addition to ensuring the safety of their customers and staff, movie theaters must protect their own assets, such as equipment rooms, cash registers and holdings, and, for Cinepolis, alcohol storage areas to protect against liability claims.

Cinepolis wanted to deploy a robust, IP-based video surveillance and access control system that would give it the ability to create three levels of access: one for customers, one for entry-level employees who wouldn’t need access to or aren’t legally allowed to access alcohol and high-priority areas; and one all-access permission for managers.

“Ensuring the safety of everyone in a Cinepolis theater or lounge is our number one priority,” said Marc Russo, IT Manager, Cinepolis Luxury Cinemas. “However, we also want to make sure that we are providing our employees with the tools they need to perform tasks without granting everyone the power to be anywhere they want. For example, our younger employees need to access the break room and storage room, but the alcohol storage area is off limits.”



Like many in today’s dynamic and competitive market, Cinepolis also wanted to deploy a solution that would provide a sizable ROI. Russo sought an analytic-powered solution that would allow the California-based locations to analyze high-traffic and low-traffic time periods in hopes of uncovering ways of allocating the ideal amount of staffing for each situation and boost attendance during lulls.

“We know that we are going to draw much larger crowds on a Friday night than on a Monday afternoon and we weren’t looking for technology that would only tell us what we already knew,” Russo said. “We wanted to delve even deeper into the issue, discover even small fluctuations and then find ways of promoting, advertising and organizing events to supplement the slow periods.”

Solution

When Cinepolis opened the first branch of its U.S. expansion in Del Mar, Calif., it deployed 14-cameras tied into a couple of DVRs as a method of reducing liability and enhancing security by monitoring the theater’s activity. It wasn’t until MST Audio Video Solutions provided Russo with a demo of the NLSS Gateway from Next Level Security Systems, that he realized the limitations of the traditional DVR system. He saw how easy the Gateway was to operate, how it could simplify employee access control and had visions of how the system’s built-in analytics could be leveraged to enhance the theater.

“After the demo I said ‘Hands down, this is what we are going to go with at new locations,’” Russo said. “The older

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system felt like we were constantly battling to adapt old technology to our needs. I always cringe whenever I have to go back and access video because I know it is going to be hard to find. The NLSS Gateway opened our eyes to the capabilities of a modern-day solution.”

Cinepolis deployed the Gateway 3000 at two locations in Ocean Ranch and La Costa, to jointly manage video streams from Channel Vision IP cameras and provide integrated IP access control. The NLSS Gateway is a security management system that integrates networked video management, IP access control and video analytics into a single, easy-to-use unified solution. Next Level’s approach allows data from these traditionally separate subsystems to be correlated without custom integration, giving users a comprehensive view of their entire multi-site security operations through a single, intuitive user interface.

Russo can currently access the security system through its intuitive browser-based interface, but has plans to soon leverage NLSS Cloud Services, which offers users remote access to all of the functions of their NLSS Gateway from anywhere in the world through any Web browser or mobile device. NLSS Cloud Services is powered by NextConnect™, patented peer-to-peer technology that streams data to an unlimited number of users simultaneously from a single site, and provides access to camera settings, door controls and live video surveillance from multiple cameras on a single screen. In addition, it enables remote software updates, eliminating the need for on-site support.



“It will be exciting when we get the remote access running,” Russo said. “We will have all of our locations right at our fingertips.”

Results

Running the two different systems has put Russo in a unique position to compare them side-by-side. The points stack up heavily in favor of Next Level.

“It is much easier to investigate incidents with the Gateway,” Russo said. “It is very smooth from a user perspective. As you rewind through the footage you can see the time and date, so if you’re looking for a missing item, you can rewind at high speed, see when it disappears and use the time stamp to determine when it was taken and by whom.”

Cinepolis has been overwhelmingly happy with the NLSS Gateway and plans on deploying it at all seven of its phase one, U.S. locations for its ability to setup a variety of access levels and distribute the right access levels to the appropriate individuals, its ease of use and its intelligent analytics that provide streamlined investigation and significant ROI.

Next Level Security Systems
6353 Corte del Abeto, Suite 102
Carlsbad, Calif. 92011
Phone: 760-444-1410
Email: info@nlss.com