

manager's guide

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## Orange film

Orange sponsors film festivals in London, Edinburgh, Belfast and Leeds, as well as the British Academy Film Awards. We want to give more support to film. Orange Wednesdays is a simple way for many Orange customers to get two cinema tickets for the price of one every Wednesday.

### **how it works**

Every Orange customer will be told about Orange Wednesdays.

Any Orange customer can request a text ticket, on any day of the week for the following Wednesday, or on a Wednesday, for use on the same day by:

- texting the word FILM to the number 241
- calling 241
- accessing Orange World on their wap phone

The Orange customer will receive a special text message, called a text ticket, which contains a unique eight-digit ticket code.

When the Orange customer goes to a participating cinema (most cinemas nationwide are participating), they show their text ticket and ask for an Orange Wednesdays free ticket. Another full price ticket for the same film must also be purchased. A small electronic device at the box office point, called the Orange box, will be used to redeem the text tickets.

### **it all sounds too good to be true ... tell me more**

Thousands of free tickets will be given to Orange customers every Wednesday.

The text ticket cannot be used to purchase tickets by any method other than visiting the cinema on the day of the film.

The ticket can't be used to pay for pre-booked tickets, but can be used to purchase tickets for a performance later the same day.

The text ticket can't be used with other promotions, but normal concession tickets will be available, the lowest priced ticket being the one issued free.

Only one ticket can be awarded per Orange phone number per week.

Terms and conditions apply.

## What it does

The Orange box has been specially made for Orange Wednesdays and is therefore a very innovative piece of equipment.

The Orange box is located adjacent to each box office point in the cinema foyer. It is very easy to install, requiring only a power point. However, each Orange box will initially be installed and tested by a trained technician.

The box is a two-way data communication device. It receives and sends information to and from a central server 'over the air' via GPRS on the Orange network.

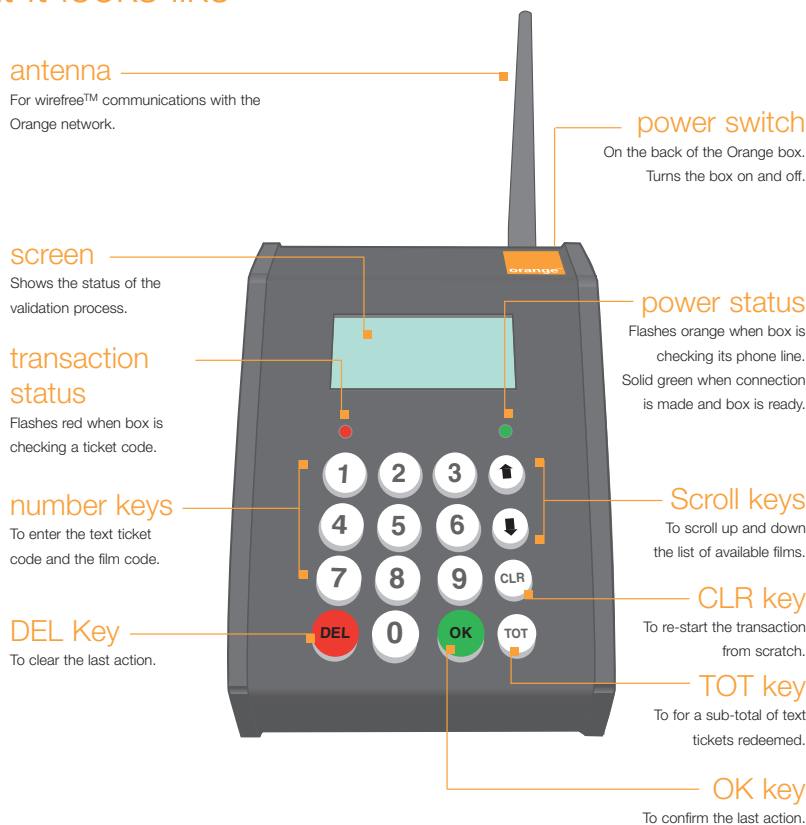
### Information received

Each week, the central server sends each cinema a list of its own forthcoming films, direct to each Orange box. The films appear as a list whose entries can be easily scrolled through and selected.

### Information sent

During each text ticket redemption, the Orange box sends the code number entered by box office staff to the central server for approval. The free ticket is only issued after the text ticket code has been approved.

## What it looks like



## Care

Your Orange box is designed to function reliably under normal conditions. You should use common sense when handling it. By following these important tips, your Orange box will work well over a long period of time.

- be careful where you store your Orange box.  
do not leave the Orange box in a dusty, moist or hot place.
- place liquids away from your Orange box to avoid spills, and keep your unit away from water to avoid the danger of electric shock
- keep your Orange box away from magnets, electrical appliances or speakers. (13cm/5in is a safe distance.)
- be gentle with your Orange box.  
do not drop, bump, scratch, twist, hit, vibrate, push or place heavy objects on your Orange box or display.
- when picking your Orange box, hold it by the bottom. Do not pick up or hold the Orange box by the side panels.
- clean the exterior of your Orange box occasionally with a moist cloth and a small amount of washing-up liquid.  
be very careful not to allow liquid to enter the inside of the box when cleaning around the keys.

In addition, please ensure the Orange box is:

- only used for purposes intended, as set out in this guide
- not misused or neglected or subjected to improper testing
- not disassembled or tampered with in any way, including removal of side panels, underside cover, and any external fixtures or fittings without appropriate authorisation
- correctly installed
- not connected to unauthorised devices or cables
- not subjected to use with sharp objects

## Replacement

Every cinema will receive a spare Orange box for use if another box develops a fault. If you have to use your spare box, please contact the Technical helpline at the earliest opportunity to report the fault and request a replacement. See the section entitled 'Contacting the Technical helpline'.

What the Orange box pack contains:

- Orange box
- Mains power supply cable
- Orange box return slip
- Shipping label

Your defective Orange box can be returned in the shipping carton that your spare Orange box was supplied in.

Your new Orange box can simply be plugged in to replace your defective one. Switch on the power supply and run through the weekly setup procedure. During the setup procedure you will be asked to enter your cinema's PIN. If you don't know your PIN number please call the Technical helpline for assistance.

**1** Ensure the Orange box is turned off and the power cord is unplugged



**2** Attach the power cord to the Orange box and plug it into a power socket. Ensure the power socket is switched on.



**3** Turn the box on using the on/off button on the back of the box. The right-hand power light will show amber while the box is starting up.



**4** Check to see that the Orange box displays the following messages:



**RAPOS**  
Welcome to Orange Wednesdays

This message will appear approximately 10 seconds after you turn on the Orange box. The box is beginning to boot up.



**RAPOS**  
Welcome to Orange Wednesdays  
Loading configuration

This message will appear approximately 45 seconds after you turn on the Orange box. The box is booting up.



**RAPOS**  
Welcome to Orange Wednesdays  
Loading screens X out of X

This message will appear approximately 45 seconds after you turn on the Orange box. The box is booting up. X denotes the number of films already loaded and the total number to be loaded.




**5** **Select a Film:**  
▶ 01: Name of film  
02: Name of film  
03: Other 1  
04: Other 2 ↓

The setup process is complete and the Orange box is ready to use.  
  
If you don't see the message shown, try switching off, then on again and running through the setup sequence again. You should try at least twice before calling the Technical helpline for further assistance.


## The transaction journey

The transaction journey shows the sequence of events which occur during a customer's redemption of their Orange Wednesdays text ticket.

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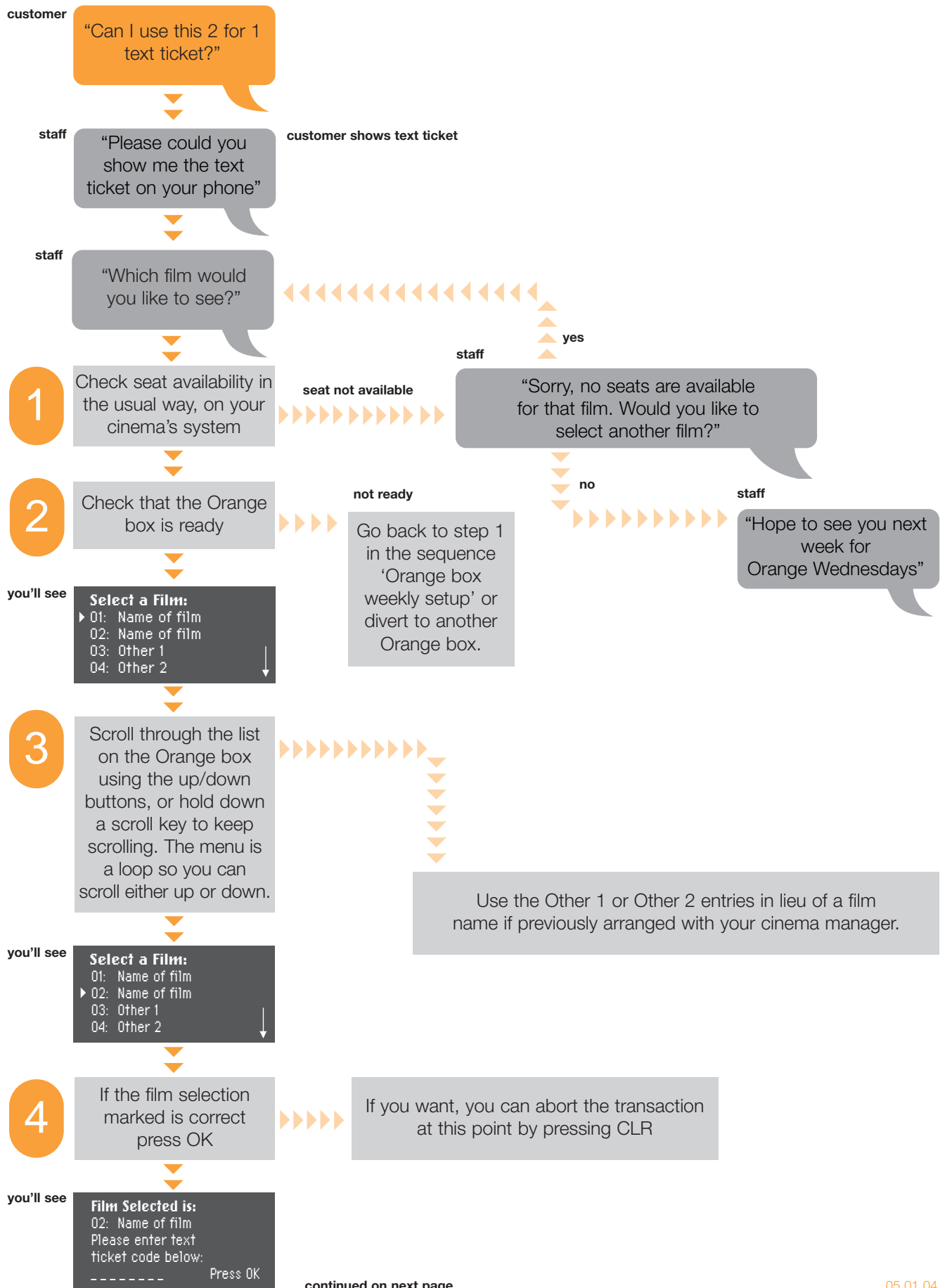
If there aren't any problems during the transaction, the dark orange arrows can be followed throughout the process. 

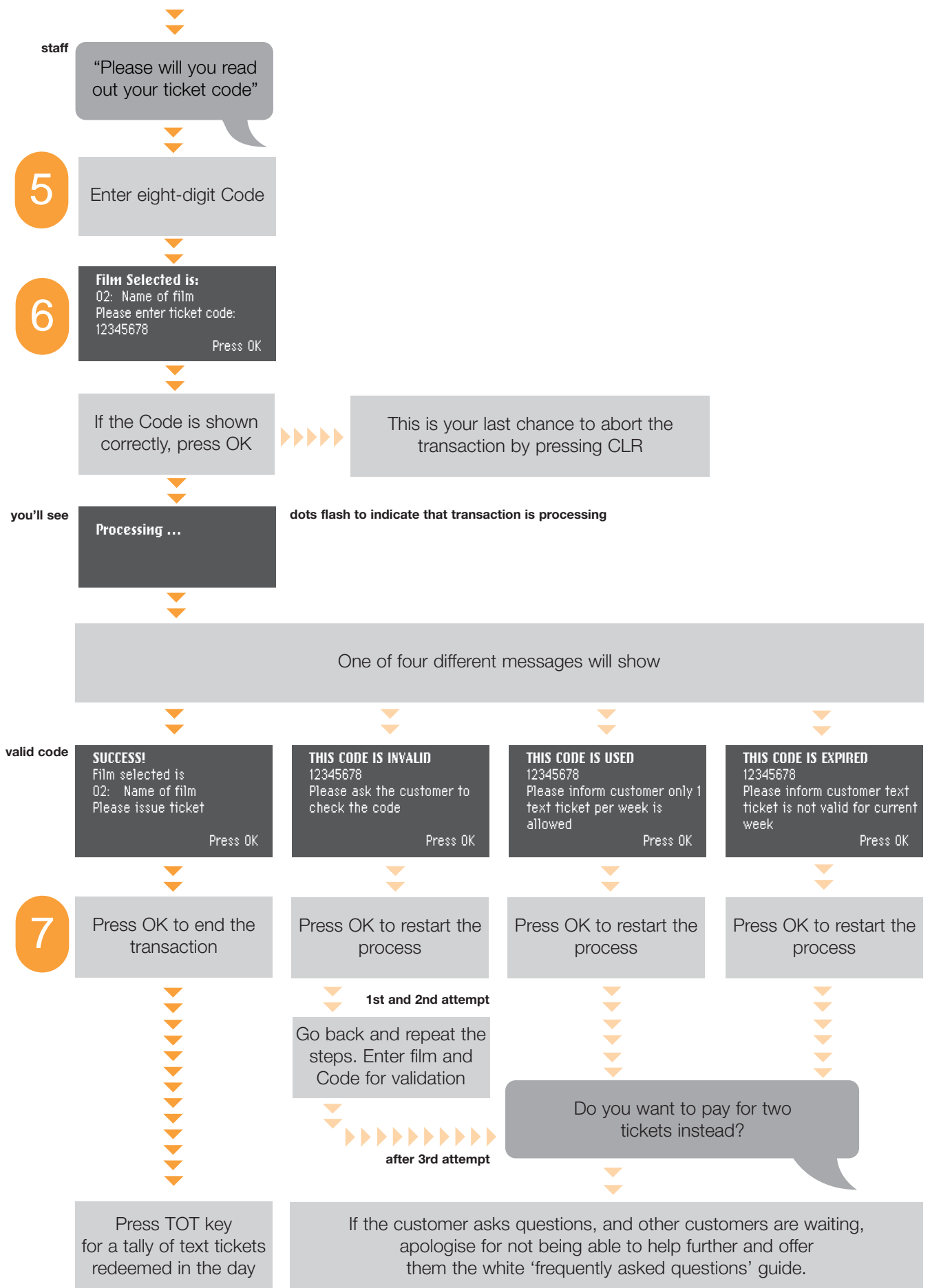
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However, other circumstances could occur which result in a detour from the quickest path, shown by the lighter coloured arrows. 

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The **team guide** contains a cartoon strip explaining the same sequence. It may be useful to view the cartoons and the transaction journey at the same time, as some of the error messages which are possible have been left out of the cartoons, for the sake of clarity.





**1. Customer asks...**

Can I use this 2 for 1 text ticket?

**2. You say...**

Please could you show me the text ticket on your phone?

**3. Text ticket is shown...**

**4. Ask which film...**

Select a Film:  
 > 01 Film name  
 02 Film name  
 03 Other 1

1 2 3 ↑  
 4 5 6 ↓

Check seat availability on the cinema's system then scroll up and down on the Orange box to select the film.

**5. Confirm film...**

Select a Film:  
 01 Film name  
 > 02 Film name  
 03 Other 1

1 2 3 ↑  
 4 5 6 ↓

The film list is a loop, so you can scroll up or down. When the selection is correct, press OK. To clear a selection press CLR [CLEAR]

**6. Selected film shows...**

Film Selected is:  
 02 Film name  
 Please enter text ticket & code below

----- Press OK

1 2 3 ↑  
 4 5 6 ↓

The Orange box has recorded your selection.

**7. You say...**

Please could you read out the Code on your text ticket?

**8. Enter Code...**

Film Selected is:  
 02 Film name  
 Please enter text ticket & code below

1 2 ----- Press OK

1 2 3 ↑  
 4 5 6 ↓

Enter the eight-digit text ticket Code.  
 To go back one character press DEL [DELETE]  
 To delete everything press CLR [CLEAR]

**9. Approve the Code...**

Film Selected is:  
 02 Film name  
 Please enter text ticket & code below

1 2 3 4 5 6 7 8 Press OK

1 2 3 ↑  
 4 5 6 ↓

If the film Code shown is correct, press OK.  
 To delete everything press CLR [CLEAR]

**10. Information sent**

The Orange box transmits the correct information. The word **Processing...** shows for a few moments

**11. You're done...**

SUCCESS  
 Film Selected is:  
 02 Film name  
 Please issue ticket

Press OK

1 2 3 ↑  
 4 5 6 ↓

If this message shows, press OK to continue. If any other message shows, see 'other messages' on the reverse of this guide.

Carry out the ticket sale in the usual way.

## Test sequence

It's a good idea to get your team used to using their Orange box before they are in a real 'customer facing' situation. The Orange box can be plugged in, switched on and used. However, as the ticket codes you are entering will not be actual ticket codes, the INVALID message will always show at step 11 of the transaction sequence described on pages...

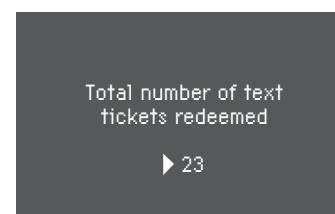
## Power and status lights

There are two lights on the Orange box, which have the following meanings:

| light  | what it does  | what it means                          |
|--|---------------|--|
| <b>right light</b><br><b>power status</b>      | flashes amber | Box is getting ready                   |
|  | solid green   | Box has made a connection and is ready |
| <b>left light</b><br><b>transaction status</b> | flashes red   | Box is checking ticket code            |
|  | solid green   | Ticket code approved                   |
|  | solid red     | Code is invalid (rejected)             |

## Sub-total display

- Press the TOT key
- You will see a sub-total screen
- The sub-total screen may be useful if redemption totals are required, for instance between staff shifts during the day.
- Press any key to return to the film listings.



The administration display helps you to understand the status of each Orange box and the Technical helpline to diagnose problems. To access the administration display:

- press the DEL and CLR keys simultaneously.
- press any key to return to the film listings.

|             |                |
|-------------|----------------|
| Serial:     | 1234567        |
| Data:       | Yes/No         |
| Film:       | Tue 03/04/2004 |
| Connection: | Fail/OK        |
| Modem:      | Fail/OK        |
| GPRS:       | Fail/OK        |
| Ethernet:   | Fail/OK        |

If the status of the Orange box changes while you are viewing the administration display, the display will not change. To check recent status changes you should refresh the display:

- press any key to return to the film listings.
- press the DEL and CLR keys simultaneously.

Seven key status indicators will show:

- Serial  
The unique serial number of the Orange box.
- Data  
Whether or not the text ticket codes received on the Orange box have been sent to the central server.  
**Yes** means data is still stored in the Orange box.  
**No** means data has all been sent to the Orange server.  
You should only turn the Orange box off if Data is showing as **No**.
- Film  
The date on which the film listings currently showing were sent to your Orange box.
- Connection  
Whether or not there is a current connection.
- Modem  
Whether or not the modem is operational.
- GPRS  
Whether or not the GPRS connection is made.
- Ethernet  
Whether or not the current connection uses ethernet.

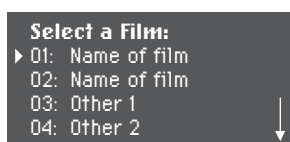
## Tuesday

You can temporarily remove your Orange boxes from the box office area when they are not being used.

You should put all your Orange boxes in place on Tuesday afternoon/evening.

Make sure you have:

- plugged in the mains power cable into each Orange box
- switched on each box
- checked that the 'Select a Film' display is showing



On Tuesday, the film list showing will be **your old film list** from the previous week. For details of the start-up sequence which shows on the display, after switching on, refer to section 3 'Orange box installation'.

Your Orange boxes are now ready to be left switched on overnight to receive their film listings for the current week. The relevant film titles are sent over the air, just like a mobile phone text message, direct to your Orange box. The information is extracted from the list of films which your cinema group, or independent cinema, has reported to EDI. Therefore, if some were reported incorrectly, they will appear incorrectly on your Orange box.

## Wednesday

The current week's films will be sent to your Orange box via its over-the-air connection. First thing on Wednesday morning, check that the current week's film listings are showing correctly.

If any of your Orange boxes are not showing the correct films they may have had a problem making a network connection during the night. Try switching off the Orange box and switching it on again. Also try connecting your spare Orange box. Ten minutes after connecting, check that the new film listings show. See the section entitled 'Administration display'. If neither box works, call the Technical helpline.

If all your Orange boxes are showing the previous week's films, call the Technical helpline.

## Wednesday

Please don't switch off or remove your Orange boxes from the box office area until Thursday morning. The ticket codes you and your staff have collected are sent to the central server, over the air, on Wednesday night.

## Thursday

Before you remove your Orange boxes for the remainder of the week, check the administration display. See the section entitled 'Administration display'. You should only turn the Orange box off if Data is showing as **No**. If Data is showing as **yes** there may be some of the previous day's data still stored in your Orange box. There may have been a problem making a connection overnight. First, try moving the Orange box to a different location, possibly a more open area of the box office, where the signal may be stronger. If this doesn't work, please call the Technical helpline before switching off.

Don't forget to remove and store the mains power cables with the Orange box.

## Problem solving

Your Orange boxes should operate without a hitch, week in, week out. However, you should be prepared for every eventuality, so set out below are the most likely problem scenarios and how to deal with them.

### **An Orange box hangs when you try to start it or redeem a code**

Try to restart the unit at least twice. If it still does not start up, try using your spare Orange box and calling the Technical helpline.

If none of your Orange boxes are starting up, please call the technical helpline for help in diagnosing the problem.

### **One of your Orange boxes stops working**

First, check that it is plugged in and switched on. Try switching it off and on again. If these actions don't resolve the problem use your spare Orange box and call the technical helpline for help in diagnosing the problem.

### **You lose the power cord or extension lead and cannot power up the unit**

Use your spare Orange box and call the technical helpline as soon as possible to ask for some spares.

### **The Orange box switches on but does not complete the setup sequence**

If the new film list doesn't show, try moving the Orange box to a different location, possibly a more open area of the box office, where the signal may be better.

## Bigger problems?

As described above, most problems can be resolved by a quick call to the Technical helpline or by using your spare Orange box.

However, occasionally other circumstances beyond your control may prevent you from using the normal redemption process, such as:

- all your Orange boxes develop faults.
- a complete power failure.
- theft of your Orange boxes.
- a long-term network signal failure in your area.

You should take the following action:

- if no immediate solutions can be found, adopt the 'paper backup service'.
- use the form in Appendix a of this folder.
- you must inform the Technical helpline that you are using the paper backup service.

On the Thursday following your significant breakdown, you should take the following action:

- call the Technical helpline with the total number of redemptions per film on the previous Wednesday.
- post the 'paper backup service' forms with the details to the Technical helpline. Please keep a copy of the forms for your own administration purposes.

## Opening times

The Technical helpline is open for telephone enquiries:

Tuesday - 3.00 pm to 5.00 pm

Wednesday - 9.30 am to 8.30 pm

Thursday - 10.00 am to 3.00 pm.

- 0800 089 6573

At other times enquiries can be:

- Left on the answerphone service.
- Emailed to [Orangewednesdays@rapos.co.uk](mailto:Orangewednesdays@rapos.co.uk)
- Sent to Orange Wednesdays (call the Technical helpline for the address).

Enquiries will normally be answered within 24 hours.

## Your details

When contacting the Technical helpline regarding an Orange box please try to have the box nearby, connected to a power source and switched on. This will make remote diagnosis easier.

Whichever way you contact the Technical helpline, please include the following information:

- your cinema's name
- a contact name
- the serial number (which can be found on a sticker on its base or on the administration screen)
- a brief description of the problem
- the time you would prefer to be contacted

Why are some people using their phones to obtain cinema tickets?

A text ticket usually arrives straight away, but may take longer. Please wait a couple of hours before trying again. Alternatively, try going to Orange World on your wap phone and selecting Film, or making a voice call to 241.

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I've sent a text message to 241 with the message film but received no answer. What should I do?

A text ticket usually arrives straight away, but may take longer. Please wait a couple of hours before trying again.

---

I've called 241 and asked for a text ticket, but received no answer. What should I do?

A text ticket usually arrives straight away, but may take longer. Please wait a couple of hours before trying again.

---

I've pre-booked tickets for a film. Can I use a text ticket to pay for it?

The Orange Wednesdays Terms and Conditions do not allow text tickets to be used for booked seats.

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I want an adult ticket and a concessionary ticket (child or OAP). Can I use my text ticket against the adult price?

The Orange Wednesdays Terms and Conditions specify that the lowest price ticket is issued for free.

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I want to see a particular film, but there are no tickets left. What should I do?

Text tickets are subject to film availability. Ask if the customer would be interested in a later performance or a different film.

---

I have another offer for a free or reduced film ticket. Can I use it instead of paying for the other ticket?

The Orange Wednesdays terms and conditions do not allow any other offers to be used with a text ticket.

Where can I see the terms and conditions of Orange Wednesdays?

[www.Orange.co.uk/film](http://www.Orange.co.uk/film) or Orange World on your wap phone.

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Can I request a text ticket on the same Wednesday for two different films?

Each Orange customer can only receive one text ticket (per Orange phone number) per week.

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Can I use my text ticket on any day of the week?

Text tickets are only valid on Wednesdays.

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I've already bought two tickets. Can I have a refund, as I've just remembered that I have a valid text ticket?

The Orange Wednesdays Terms and Conditions specify that a free ticket can only be given at the time of ticket purchase.

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I had a text ticket, but have accidentally deleted it. What should I do?

Send another **film** text message to 241. A customer can receive the same ticket code up to three times.

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I've sent a text message to 241 with the message **film** several times but not yet received a ticket. Will I be charged for all the texts?

Orange customers are charged for sending text messages to 241.

Can I remove the Orange box on other days of the week?

Your Orange box can be removed from the box office staff positions on other days of the week to free up space in the area.

What if the films shown are incorrect?

If you notice on Tuesday, during the setup, simply leave the Orange box switched on overnight and check again in the morning. When you come in on Wednesday morning, restart the Orange box to see if the correct listing is shown on the main page.

If the correct listing still doesn't show, try starting your spare Orange box.

If none of your Orange boxes are working, please call the Technical helpline.

What if there is a last-minute change to the films being shown?

The film list you receive will contain two 'blanks', called 'Other 1' and 'Other 2'. You should inform your team which film or films are being allocated to these 'blanks'.

What if a customer insists on being given a contact number at Orange?

Ask Orange customers whether they are pay as you go or pay monthly customers.

|               |            |
|---------------|------------|
| pay as you go | <b>451</b> |
| pay monthly   | <b>150</b> |

|                 |                      |
|-----------------|----------------------|
| Other customers | <b>07973 100 150</b> |
|-----------------|----------------------|

When a customer wants more information, what should I do?

Two credit-card-sized information booklets have been produced, one for Orange customers (which has a white cover) and one for non-Orange customers (which has a black cover). These will enable your team to communicate information quickly, at the point of payment.

How does my Orange box get updated with the correct films?

Each week, the relevant film titles are sent over the air, just like a mobile phone text message, direct to your Orange box. The information is extracted from the list of films which your cinema group, or independent cinema, has reported to EDI. Therefore, if some were reported incorrectly, they will appear incorrectly on your Orange box.

How can I obtain more customer information cards?

Contact the Technical helpline.

The Orange box shows an error. What should I do?

Switch it off and on again. If this doesn't work after two tries, use your spare box. At a convenient moment, call the Technical helpline.

The Orange box begins the setup sequence then just stops. What should I do?

Switch it off and on again. If this doesn't work after two tries, use your spare box. At a convenient moment, call the Technical helpline.

It's Thursday morning, I've checked the administration screen and Data is showing 'Yes' meaning the overnight data transfer failed. What should I do.

Move the box to a different location where the signal may be stronger. If this doesn't work, call the Technical helpline.



### Orange Wednesdays terms and conditions

The terms and conditions for the Orange Wednesdays promotion, and text ticket terms and conditions, are:

- Text tickets are subject to availability. Priority may be given to Orange customers spending over £5 per month.
- The promotion applies to all public paid advertised screenings, excluding premieres and other private screenings, on Wednesdays.
- Text tickets are redeemable only on Wednesdays during the offer period during advertised opening hours of the Participating Cinemas.
- The offer is not available when booking in advance by whatever means.
- Text tickets must be presented at the cinema box office when buying the cinema ticket. The lowest price cinema ticket will be issued free.
- The text ticket will be validated by the box office staff.
- Once validated, the text ticket can't be used again.
- There is a maximum of one text ticket per person per transaction. You can only use a text ticket once.
- You can't use this promotion in conjunction with any other offer.
- Orange cannot offer a cash alternative.
- Orange will only accept original text tickets, not copies.
- The cinemas' standard terms and conditions of purchase, sale and entry apply.
- The 'free' cinema ticket issued is complimentary, with zero cash value.
- The offer is valid until the expiry date stated on the text ticket.
- There is only one 'free admission' per customer, per paid cinema ticket.
- Seat availability is on a first come, first served basis. Admission is not guaranteed. Text ticket holders and their guests have no priority over other customers.
- Admissions are subject to film classifications.
- Text tickets are non-transferable.
- The offer applies to standard seats only.
- The 'free' cinema ticket will be issued to the same film and session as the paid cinema ticket.
- Honouring of text tickets is subject to film and seat availability.
- Orange may revise the terms of this promotion from time to time.

## Appendix c

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### Orange box declaration of conformity

Radio and Telecommunications Terminal Equipment Directive 1999/5/EC  
(R&TTE Directive)

Manufacturers name: ActiveMedia Technologies Ltd.

Manufacturers address: Universal House, 88-94 Wentworth St., London E1 7SA

Telephone: +44 207 247 5468 Fax: +44 207 247 5477

e-mail: enquiries@activemediatech.com

#### Product Identification

Product: Redemption Terminal

Brand: RAPOS

Model / type: BTT

Version: v 3.0

The product as detailed above when used for its intended purpose, is declared compliant with the essential requirements of Council Directive 1999/5/EC – the R&TTE Directive. Compliance based on the procedures laid down in Article 3 of the R&TTE Directive and testing to the following standards:

#### Health and safety requirements pursuant to Article 3(1)(a)

EN 60950 Safety of information technology equipment (2000)

#### Protection requirements concerning electromagnetic compatibility to Article 3(1)(b)

ETSI EN 301 489-1. V1.1.1 (2000-09) Candidate Harmonised European Std. (Telecommunications series) Electro Magnetic Compatibility and Radio spectrum Matters (ERM); Electro Magnetic Compatibility (EMC) standard for radio equipment and services; Part 1: Common Technical Requirements.

ETSI EN301 489-7 v1.2.1

Electromagnetic compatibility of Radio Spectrum Matters (ERM)

Electromagnetic compatibility (EMC) standard for radio equipment and services

Part 7 Specific conditions for mobile and portable radio and ancillary equipment of digital cellular radio telecommunications systems (GSM and DCS).

#### Measures for the efficient use of the radio frequency spectrum to Article 3(2)

The equipment incorporates a module which complies with:

3GPP TS 51.010-1. Digital cellular telecommunications system (Phase 2);

Mobile Station (MS) conformance specification.

ETSI EN 301 511.V7.0.1 (2000-12) Candidate Harmonised European Std.

(Telecommunications series) Global System for Mobile communications

(GSM); Harmonised standard for mobile stations in the GSM 900 and DCS

1800 bands covering essential requirements under article 3.2 of the R&TTE

directive (1999/5/EC) (GSM 13.11 version 7.0.1 Release 1998).

Ariya Priyasantha



Raj singh Bhandal



Place and date of issue: London, United Kingdom on 20 February 2004