

PEOPLE DON'T CARE ABOUT YOUR
TECHNOLOGY – BUT THEY SHOULD

YES, SOME PEOPLE DO CARE...



zombiekel • Follow

Showcase Cardiff Nantgarw

zombiekel Another Sunday morning, another empty screen. #glass #dolbyatmos #xplus
oatnraisins It looks like Sunday mornings are the perfect time.

jk_flipflops What's the movie?

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25 likes

4 DAYS AGO

YES, SOME PEOPLE DO CARE...



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INSTEAD, PEOPLE CARE ABOUT...

GREAT EXPECTATION



- Inspired to see something
- Easy to get to
- Convenient times
- Simple to deal with
- Smart foyer

BIG SCREEN MOMENT



- It all works!
- Great seat, screen and sound
- Enjoy snacks and treats
- No distractions

AFTERGLOW



- The film/event
- Great to switch off
- Something/someone that really impressed

TECH DOES ENHANCE THEIR EXPERIENCE

CINEMA INDUSTRY

It does make
the experience
better

OUR CINEMA-GOING AUDIENCES

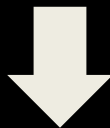
Cinemas are much
better now than they
used to be

*[not thinking
about the
current tech]*

... SO HOW DO WE BRIDGE THAT GAP?

MORE CUSTOMER-CENTRIC THINKING

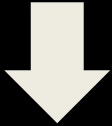
“We put customers at the heart of everything we do”



CUSTOMER FOCUS

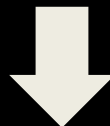
MORE CUSTOMER-CENTRIC THINKING

“We have products
to sell to customers”



PRODUCT FOCUS

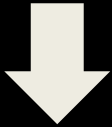
“We put customers at the
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CUSTOMER FOCUS

MORE CUSTOMER-CENTRIC THINKING

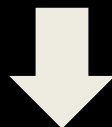
“We have products to sell to customers”



PRODUCT FOCUS

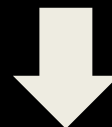
INSIDE-OUT MINDSET

“We put customers at the heart of everything we do”



CUSTOMER FOCUS

“We see things from our customers’ point of view”



CUSTOMER-CENTRIC

OUTSIDE-IN

A WINNING DISTINCTION...

INSIDE-OUT MINDSET



“Pushing out products and services to the marketplace based on a narrow viewpoint of their customers, that looks at them only through the narrow lens of their product”

OUTSIDE-IN



“Focusing on delivering something of value to customers, instead of obsessing over pushing your product portfolio”

Ranjay Gulati – ‘Reorganise For Resilience’ by Harvard Business Press

Podcast series: ‘Outside In’ with Charles Trevail

A WINNING DISTINCTION...

INSIDE-OUT MINDSET



Here's a camera
with
20 megapixels

OUTSIDE-IN



Tell me about how you'll
use a camera...

Here are cables
and how to share
photos

A WINNING DISTINCTION...

INSIDE-OUT MINDSET



OUTSIDE-IN



Uber

WHAT THAT MEANS FOR US...

INSIDE-OUT MINDSET



The technology can be far ahead of consumers

OUTSIDE-IN



How would the experience feel?
How will it fit into their life and the things they really value?
How does it compare – what difference can they notice?

CUSTOMER-CENTRIC CINEMA TECHNOLOGY

Smooth, easy experience

Exciting environment

Friendly people to help

Really comfy seats

Pin sharp images

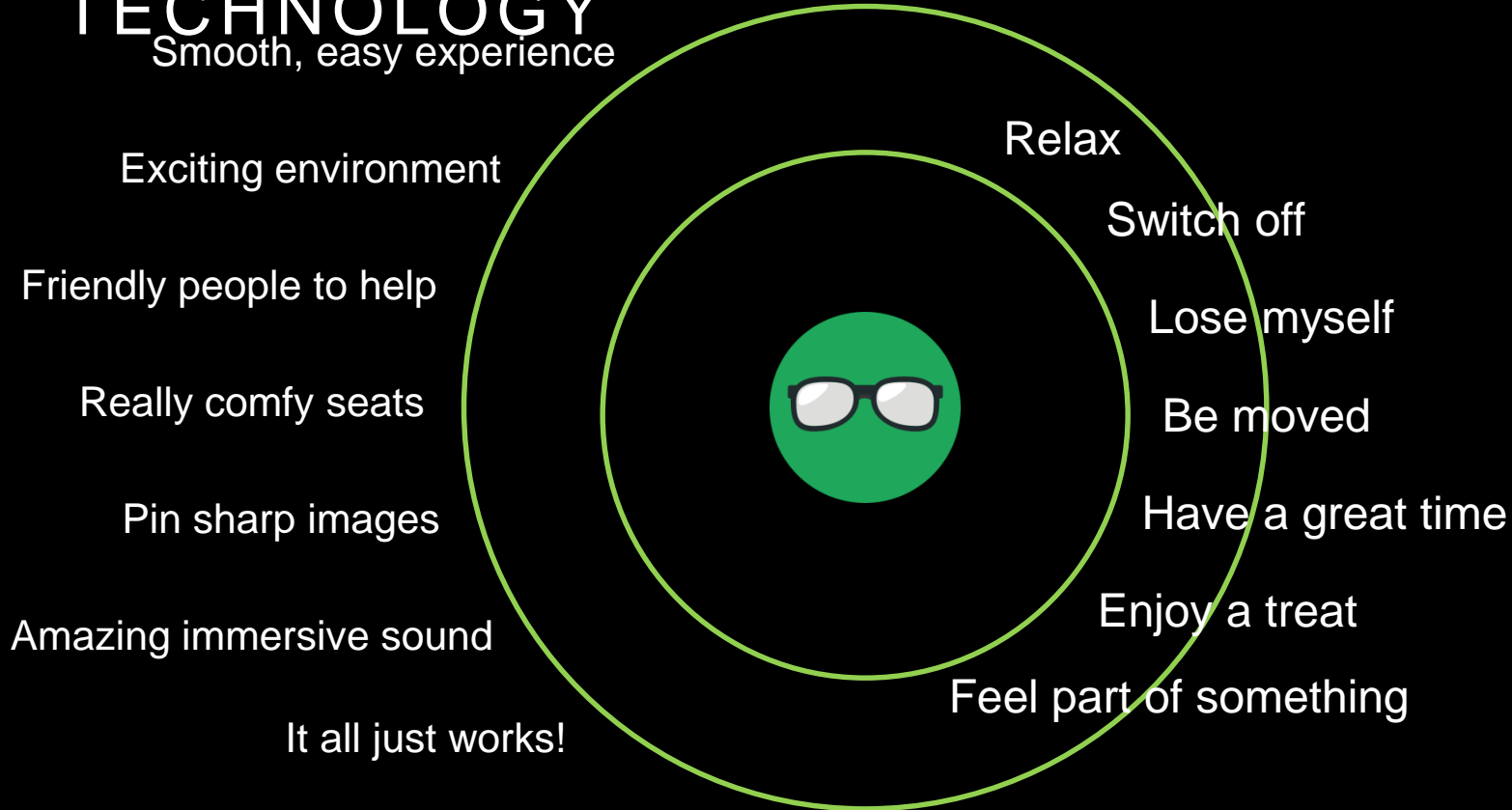
Amazing immersive sound

It all just works!

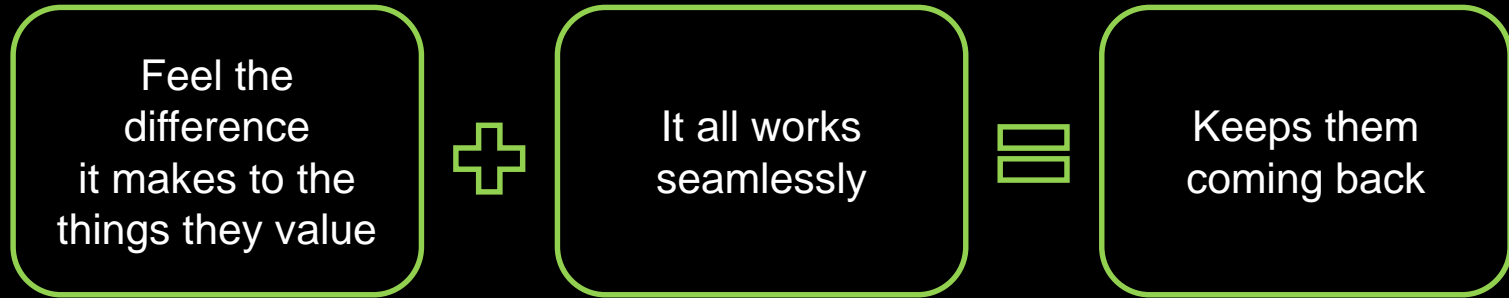


CUSTOMER-CENTRIC CINEMA TECHNOLOGY

Smooth, easy experience



PEOPLE DON'T CARE ABOUT YOUR TECHNOLOGY – ~~BUT THEY SHOULD~~ AND THEY DON'T NEED TO





“The MacGuffin is
the thing that
the spies are after
but the audience
don't care”