

CASE STUDY | Cinema City meets its aim for minimal maintenance costs with Citizen ticket printers



The operator of the Hungarian Cinema City network, I.T. Magyar Cinema Kft., has been using Citizen CL-S400DT industrial desktop printers for two years for printing cinema tickets, gift vouchers and recently for producing information labels to go on the packaging of 3D glasses. Although Cinema City uses other ticket printers as well, the low maintenance and easy to use Citizen CL-S400DT printer, has been quoted as the longstanding favourite among the Hungarian cashiers at one of Eastern Europe's largest cinema groups.



“We had a very good experience with our former CLP-521 devices, which were the first Citizen printers that we used,” says Michal Wojtków, IT Manager, I.T. Magyar Cinema Kft. “We saw that these devices, some of which were more than ten years old, were still working very effectively, with almost no maintenance required during that period”. Two years ago, Cinema City began searching for a small printer that could provide the necessary capacity to meet high ticket demand during busy periods, while requiring minimal maintenance costs. “We chose the Citizen CL-S400DT as the quality of our previous printers had been so good, and because of the fantastic warranty conditions that Citizen offered. The CL-S400DT is very cost-effective; the printer itself is affordable, and with the extended warranty we do not have to worry about maintenance costs over the next five years. Overall, it's a much better offering compared to other brands.”

Over the past two years Cinema City has bought 45 CL-S400DT printers for its cinemas in Hungary, with seven devices being delivered recently. Currently, each Cinema City operating in Hungary has at least one of these printers in the office, and in Budapest there are two cinemas where this model is used for ticket printing at all issuing stations. Citizen ticket printers are also the sole solution installed in Cinema City Westend, which offers cinema-goers the only 4DX auditorium in Hungary. Beyond printing cinema tickets on external fanfold media, Cinema City also uses the direct thermal CL-S400DT for office applications, including printing cinema gift vouchers on labels, and small stickers with Hungarian language information on the packaging of 3D glasses. For office applications the printer is used with an external roll holder.

Favourite among the cashiers

The CL-S400DT is so easy to use that almost no training was required for cashiers; Cinema City simply provided them with a short manual explaining how the optical sensor should be set. Although Cinema City uses other ticket printer brands too, the Hungarian cashiers prefer the Citizen printers, which have been noted as their “favourite,” according to Wojtków. It's clear to see why: the CL-S400DT operates very quietly; cashiers find it comfortable to use and the device is easy to clean for regular maintenance as well.

An important feature for Cinema City is that the CL-S400DT has no media holder inside the device, as the company uses fanfold tickets. External fanfold media is fed into the printer from behind via purpose-built equipment made especially for Cinema City. Citizen's durable Hi-Lift™ metal mechanism allows for easy media loading and Citizen's proven Hi-Open™ mechanism opens vertically to minimise the footprint of the printer. The easy to read messages on the LCD control panel facilitate quick configuration.

“We have always had very good experiences with Citizen printers. They are reliable, easy to use and operate, and their printing performance is very high quality - our customers like them. As a Citizen Systems service partner, we would repair Cinema City's printers if necessary, but there is no need for this because Citizen devices are of such high quality.”

*Imre Borók
Sales Consultant at Barcode
Centre Ltd.*

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For several years, Cinema City has worked with Barcode Centre Ltd., the trading and service partner of label and barcode printer manufacturer Citizen Systems Europe. Barcode Centre supported Cinema City with the switchover from the old devices to CL-S400DT printers. This included delivering the requested Citizen devices, helping with the configuration and



aligning Cinema City's sales and IT system with the new Citizen printers. Barcode Centre also provides labels for the printing of gift vouchers and information stickers on 3D glasses packaging.

Cinema City also uses CL-S400DT printers in its cinemas in Poland, Israel, the Czech Republic and Slovakia. The printer is used in every new Cinema City cinema, while existing older units are being replaced by this dependable and low maintenance option.

“For cinemas, it is vital that customers do not experience any delays or problems due to ticket printing errors. We are very proud that our printers are helping Cinema City to achieve this efficiency and that they have become an integral part of the group's operations,” says Jörk Schüßler, European Marketing Manager, Citizen Systems Europe.

The Citizen CL-S400DT is an excellent choice across industry for a wide range of ticketing applications, suitable for producing boarding passes, swing tags and event tickets in a range of different environments, such as museums and events.

Featuring printer:

CL-S400DT



For your events - and for the environment

- Front exit
- Variable paper width - 0.8 inches – 4.6 inches
- Fast print out - 6 inches per second (150 mm per second)
- 2-colour LCD display enables intuitive operation
- Versatile Media Support
- Low space requirement

About Citizen Systems Europe

With branches in London and Stuttgart, Citizen Systems Europe serves the entire EMEA region. The company offers a wide array of printers for industry, retail, health care and mobile applications, especially label, barcode, POS and mobile printers. In each case, the company's products are sold and supported through a network of specialised partners.

Citizen Systems Europe is a wholly owned subsidiary of Citizen Systems Japan and part of Citizen Watch Company of Japan. This global group produces world-famous Eco-Drive watches as well as mini-printers, industrial printing systems and machine tools, quartz oscillators, LEDs and other electronic components.

www.citizen-systems.com

About Cinema City International

Cinema City International is one of the largest entertainment groups in Europe and in Israel. The cinema chain of Cinema City International is spanning 7 countries: Poland, Israel, Hungary, Czech Republic, Bulgaria, Romania and Slovakia. The company is operating 99 multiplexes with 966 screens. In 10 multiplexes the company also runs the IMAX 3D theatres. In March 2013 the company launched its first cinema 4DX in Europe in Cinema City Westend in Budapest. After the merger with the UK cinema operator, CineWorld in 2014, the group became the second biggest cinema operator in Europe.

www.globalcityholdings.com

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