



movieXchange

movieXchange is Vista Group's new web platform, engineered to strengthen the way distributors share promotional movie materials, and simplify how exhibitors get those materials onto the front line.

Our goal is to empower exhibitors to effortlessly receive the highest quality distributor-certified content. MovieXchange is all about enhancing the links between distributor and exhibitor marketing and operations teams, fostering an environment of reliability and mutual benefit:

- Get immediate access to promotional movie media specific to your region, ready to use on POS, kiosks, websites, digital cinema signage, and mobile apps. It also works as a rich resource for your own marketing and social media campaigns.
- Obtain movie data such as release dates, synopses, and even box office reporting codes (e.g. EIDR, MaccsBox) to greatly reduce your configuration overheads for setting up new film records. Information continues to be updated throughout the release cycle.

Our streamlined web interface lets you easily download the content required for marketing and business processes as and when you need it. Notifications for any recent changes to film media and data help you to stay up to date promoting your movies. From posters to trailers and synopses, you'll no longer have to hunt for incorrect and potentially low-quality content. It's even faster, easier and more reliable than a Google search.

MovieXchange is free to register and make available to your whole team – sign up today at moviexchange.com, or contact us to find out more.

Why use moviexchange?

The right materials every time

As a comprehensive, single-source repository for industry information, movieXchange directly delivers you the right media and information for all the films you're screening. User-customised access means you only see what you need.

We work for you

Tight integration with the Vista Group of companies ensures data is delivered directly to Vista and Veezi exhibitors. We also work with other leading cinema industry platforms providing clever APIs that seamlessly transfer data to third-party systems.

Effortless Sales

Exhibitors using Vista software can receive promotional assets directly into Head Office, ready to automatically populate all connected sales channels. MovieXchange is intending to work with other cinema management software providers to make this available to all cinemas.

Aggressive roadmap

Our partnerships with Vista, Veezi, Movio, Powster, Cinema Intelligence and Numero places us in a unique position to develop full movie data automation, to produce a powerful tool for supporting compelling digital campaigns, saving you time and cost.

Contact

We welcome the involvement of the movie industry and invite you to share your views to help us tailor movieXchange to better suit your needs.

Contact Andy Miller at andy.miller@vista.co or call **+64 27 502 1895**.

moviexchange.com



