



Screenwriter

AAM's Theatre Management System – Screenwriter – is designed to unlock the real benefits of digital cinema.

Screenwriter features include:

- One-click content and KDM management
- Intuitive playlist creation and scheduling
- Intelligent CPL selection
- Automated pre-show management
- Greatly enhanced advertising capabilities

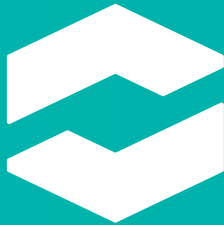


What is Screenwriter?

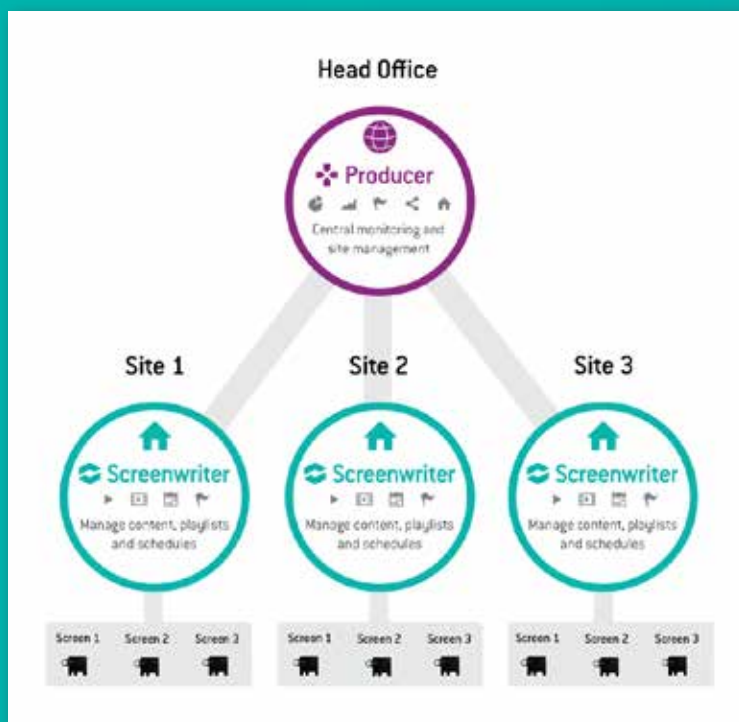
Screenwriter is software designed to help you run your cinema and unlock the benefits of digital.

The software is known as a Theatre Management System (TMS). The TMS allows you to monitor and control all your screens from one central point. With a TMS you can easily manage all your content, and automate many processes which were previously time-consuming and inaccurate.

View all your content at a glance, easily build and schedule playlists, and move content across screens at the touch of a button. Proactive monitoring alerts you to any problems in time to fix them and avoid losing shows.



Arts Alliance Media's Fully Integrated Software Solution





Content and KDMs

Create playlists using an intuitive drag and drop interface, and automatically transfer to screen servers.

Search for and view details of content and KDMs across your whole cinema.

Transfer content at the click of a button.

Content

The screenshot shows a software interface for managing content. On the left, a table lists various content items with columns for 'Status', 'Encrypted', '3D', 'Sub', 'Type', and 'Title'. The items include titles like 'ABOUT-TIME_FTR-HOH_S_EN-EN_UK12-A_51-EN_2K_UP_20130716_MPS_VF' and 'BRAVE_FTR-2D_S_EN-EN_UK_51-EN_2K_DI_20120616_TEU_VF'. On the right, a detailed view for 'About Time' is shown, including metadata such as 'Type: Feature', 'Duration: 02:03:24', 'Format: 2D', 'HFR: No', 'Subtitles: No', 'Encrypted: Yes', 'Facility: MOTION PICTURE SOLUTIONS', 'Resolution: 7K', 'Package Type: Version File', 'Aspect Ratio: Scope (2.39:1)', 'Studio: UNIVERSAL', 'Audio Language: English', 'Audio Type: 5.1', and 'UUID: 8f6893c-7b92-4eb7-8b4e-b601008c12d'. Below the details, there are sections for 'Status On Devices' with a 'Scan Devices' button and 'Keys' with three entries, each showing an expiration date of 'Fri 1 Nov 2013 00:00:00' and a 'LMS' button.

Playback

The screenshot shows the 'Screenwriter' software interface. The top menu includes 'Screen', 'Content', 'Schedule', 'Reports', and 'Configuration'. The main window displays a playback schedule for 'W40C04 About Time_09_27_17_20'. The interface is divided into two main panels. The left panel shows a list of content items with columns for 'Content', 'Advertisement', 'Title', and 'Picture'. The right panel shows a detailed view of the playback schedule, including a list of content items with their start and end times, and a 'Show End - Menu (E14)' section. The bottom of the interface features a control bar with various playback controls and a 'Powered by AA 2012 All Rights Reserved' footer.



Scheduling and POS integration

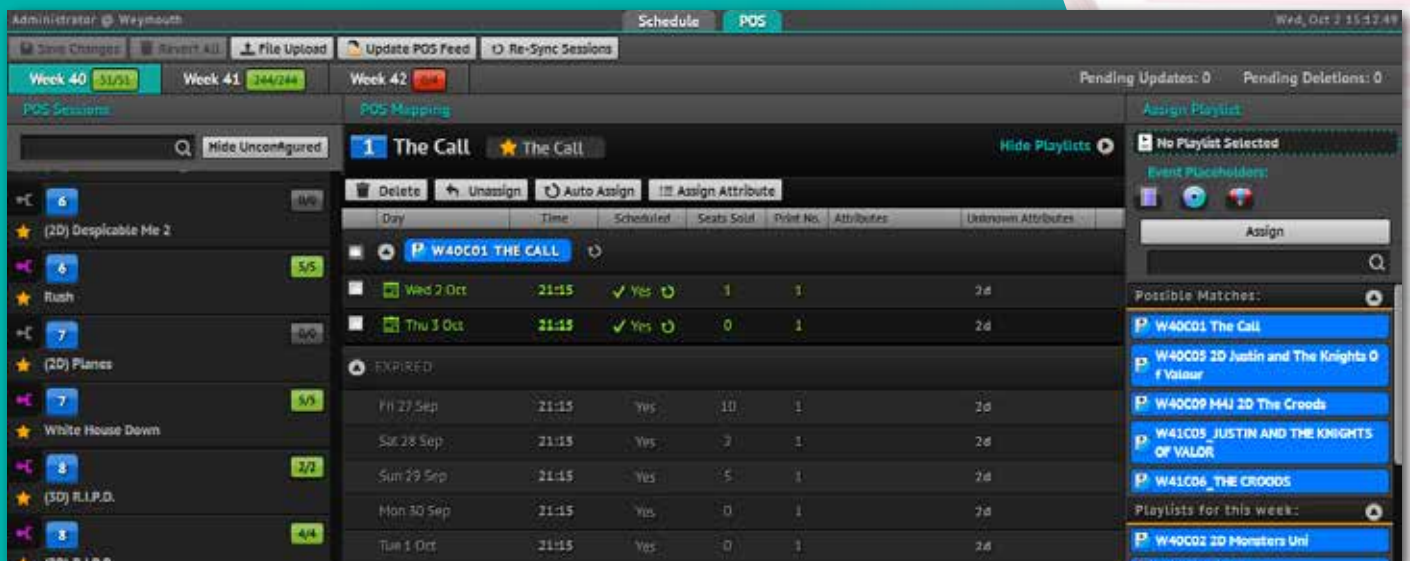
See all your shows in a calendar view, and transfer the playlist and its associated content to another screen via drag and drop. Repeat schedules at the click of a button.

Schedule



POS integration allows synchronisation of your Point of Sale system with the Screenwriter schedule, with automatic content transfer.

POS Synchronisation





Reporting

Get alerted to upcoming problems such as overlapping schedules, lack of disk space or missing KDMs, in time to fix them.

Device Reports

The dashboard displays a grid of device reports for eight GDC units. Each report includes a status icon, device name, disk usage (59 GB / 488 GB, 88% Free), and Barco status (33 / 2400 Hours, 99% Until Warning). To the right, a 'Disk Usage Forecast' graph shows a flat line at approximately 25% usage from 10/3 to 10/11. Below the graph, it indicates 'No Projector Enabled'.

Monitoring

Monitor screens and see instant feedback of playback and equipment status. Manual playback control of all screens from Screenwriter.

Detailed Monitor View

Playing

Screen 6: W43C06_(3D)_Frankenwee...
01:24:18 Feature 01:56:46
Timeline:
00:29:37 FRANKENWEE2012-3D_RTG-BBFC_F_EN
00:29:44 FRANKENWEE2012-3D_RTG-PG_F_EN-X
00:29:51 FRANKENWEE2012-3D_FTR_F_EN-XX_C
01:56:43 Black
No further events.
Schedule: 6:20 - 18:16 (C06_(3D)_Fran...), 18:40 - 20:36 (W43C06_(3D)_Fran...)

Warning

Screen 1: W42_RUBY_SPARKS_1_201...
00:12:14 Transitional 02:12:05
Timeline:
00:00:00 Black (5 seconds) 185 JPEG
00:00:05 Black (5 seconds) 185 JPEG
00:00:10 Black (5 seconds) 185 JPEG
Feature start: 00:27:51
Schedule: 12:18 - 14:30 (W42_Ruby Sparks 2012-...)

Stopped

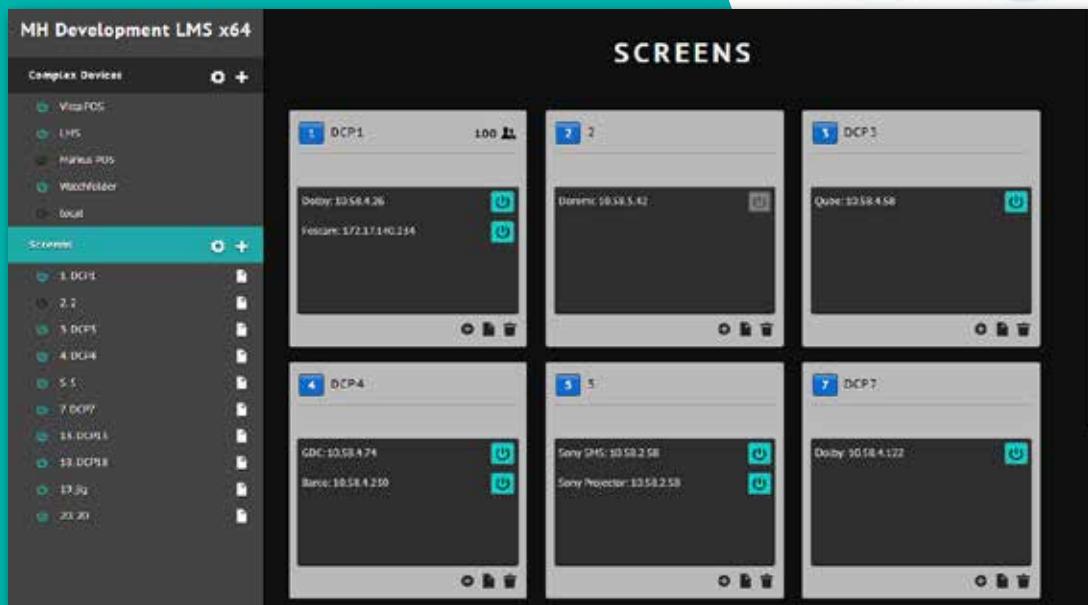
Screen 3: W42C03_(3D)_PARANORM...
00:00:00 Transitional 01:50:21
Timeline:
00:00:00 Black (5 seconds) 185 JPEG
00:00:05 Black (5 seconds) 185 JPEG
00:00:10 Black (5 seconds) 185 JPEG
Feature start: 00:27:51
Schedule: 12:18 - 14:30 (W42_Ruby Sparks 2012-...)



Complex configuration

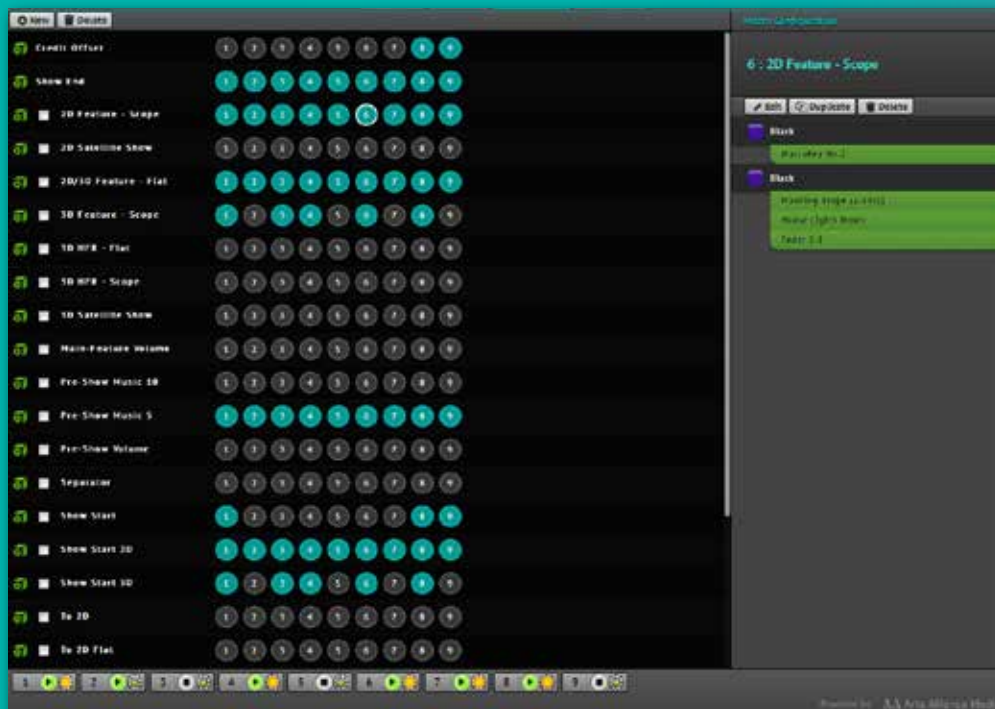
Configure your complex setup and manage your screens and devices.

Device Setup



Macro packs

Group automation cues into packs, so there is no need to manually add them individually to a playlist each time they are needed.



Screenwriter Plus Module

Enhanced advertising

Dynamically insert ads based on playlist templates and user defined rules (rating, time of day, 2D/3D). Make campaign management simple & straightforward.

Intelligent CPL selection

Automatically select the correct version of a CPL (2D/3D, aspect ratio, 5.1/7.1 sound, subtitles etc) based on metadata for each screen.

IP camera integration

See exactly what is happening on your screens at any time.

Playback reporting

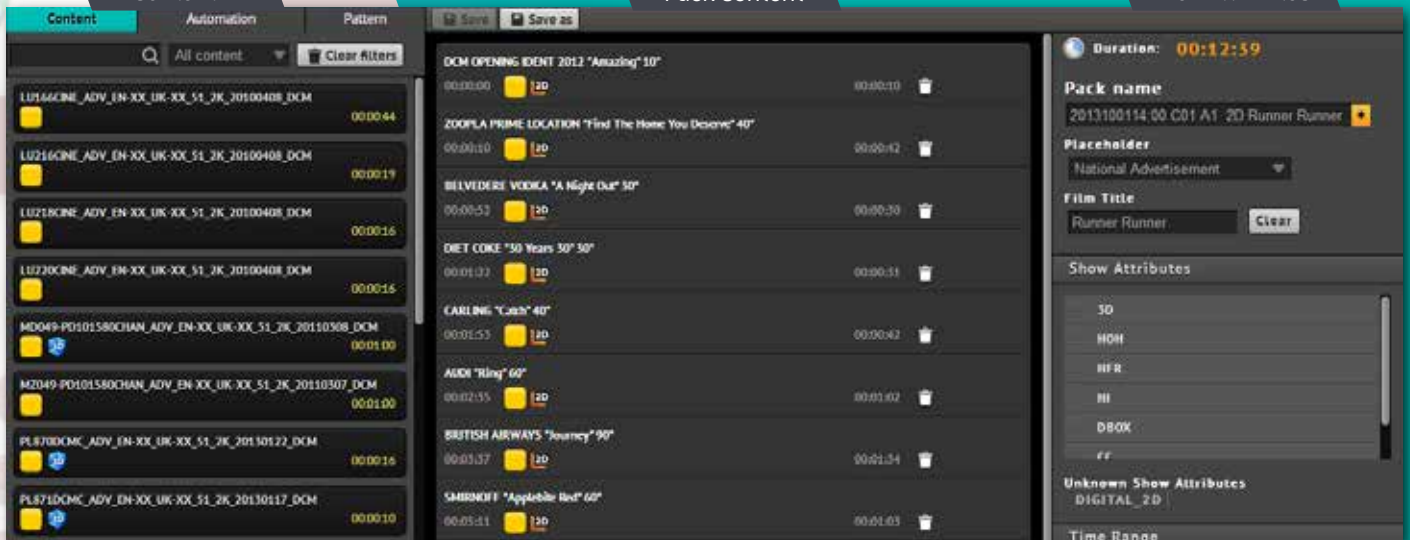
View, filter, search and export playback logs.

Pack Editor

Content

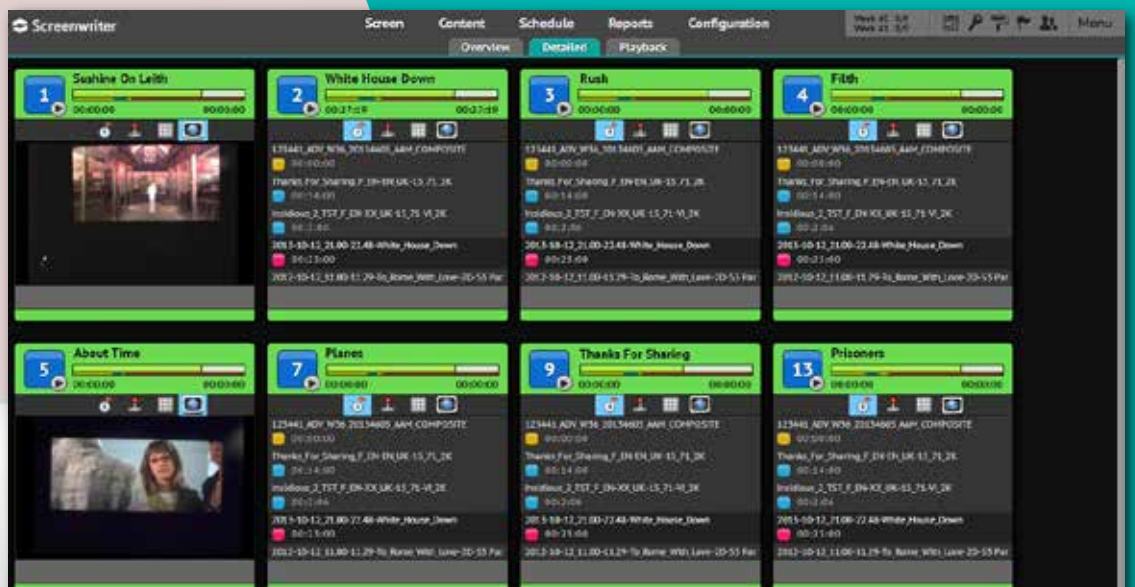
Pack Content

Pack Attributes



The screenshot shows the Pack Editor interface. On the left, there is a list of content items with columns for 'Content', 'Automation', and 'Pattern'. The items include titles like 'DOM OPENING IDENT 2012 "Amazing" 10"', 'ZOOPLA PRIME LOCATION "Find The Home You Deserve" 40"', and 'BELVEDERE VODKA "A Night Out" 50"'. On the right, the 'Pack Attributes' panel is visible, showing 'Duration: 00:12:59', 'Pack name: 2013100114.00 C01 A1 2D Runner Runner', and 'Placeholder: National Advertisement'. Below this, there are sections for 'Film Title' (Runner Runner) and 'Show Attributes' (3D, HDH, HFR, HI, DBOX, FF).

IP Camera



The screenshot shows the Screenwriter interface with a grid of 13 screens. Each screen has a title, a progress bar, and a video preview. The screens are numbered 1 through 13. The titles include 'Seahine On Leith', 'White House Down', 'Rush', 'Fido', 'About Time', 'Planes', 'Thanks For Sharing', and 'Prisoners'. The interface also shows tabs for 'Overview', 'Detailed', and 'Playback'.

Server Support *

Christie; Dolby; Doremi; GDC; Sony

*Supports multiple different servers in the same complex

Projector Support

Barco; Christie; Kinoton; NEC; Sony

Web-based User Interface

Best in class and easy to use, featuring drag and drop playlist and schedule management

Browser Support

Firefox; Chrome; Internet Explorer 9+

Language Support

English; German; French; Italian; Spanish; Portuguese; Japanese; Chinese; Russian; Korean

POS Support

Screenwriter supports a variety of POS systems

Please contact us for a list of currently supported systems

OS Support

Windows; Linux

Contact Info

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