

# Enjoy carefree WiFi at Kinopolis

## CITYMESH PROVIDES INDOOR WiFi FOR PUBLIC AND EMPLOYEES

*Kinopolis is market leader in Belgium when it comes to cinema. The chain is active in no less than 7 European countries and in Canada, and counts more than 35 million visitors per year. In addition to its cinema activities, the company is also active in film distribution, event organisation and screen advertising.*

### THE IMPORTANCE OF CONNECTIVITY

'To offer the cinema visitors the ultimate cinematic experience. That's Kinopolis' core business and baseline. Not a single effort is spared to ensure that it goes hand in hand with an impeccable digital experience. One of the projects to achieve this goal was offering our visitors good WiFi. Through the data a visitor shares with us, we get to know him better. Which makes we can serve him better.' Bjorn Van Reet continues.

'And of course, the WiFi network takes Kinopolis business events (B2B) to a higher level and offers new applications for our employees', says Jo De Pelsmaeker, ICT Manager.

- ▶ WiFi does events more justice. An event organiser can offer his visitors a WiFi code. This way the visitors can use carefree and continuous WiFi.
- ▶ Before, counting our stock was done manually. Now, we can count our stock with a mobile device. Errors are avoided and a stock count no longer takes a full day but only a few hours.
- ▶ Employees are no longer tied to a workplace or a location. Everyone can work anywhere.
- ▶ Mobile check-in is possible by any employee with a smartphone or tablet.



*It's a continuously changing market with more and more new products, innovations and new technologies. Kinopolis wants to use these new developments to offer customers **'the ultimate movie experience'**. They do this day by day by bringing the best films to the big screen, equipped with the best projection quality and sublime audio.*

*The cinema sector has undergone a number of digital transformations and Kinopolis wants to use these transformations as a digital opportunity. This was one of the reasons for equipping our cinemas with a WiFi infrastructure. We found Citymesh to be the ideal partner' says Bjorn Van Reet, CIO of Kinopolis.*

### THE BIGGER PICTURE

'We had to take various elements into account when we chose a wireless network. At Citymesh, it wasn't only the pricing that made the difference. We looked for, and found, a total solution. A solution that guarantees the delivery, management and security of data in **a high-performance network for both B2C and B2B**. Kinopolis is aware that Big Data plays an important role. This is exactly where WiFiLab, Citymesh' Wi-Fi management platform, makes the difference. This platform enriches the MyKinopolis data that has already been collected and enables us to respond better to the needs of our customers,' says Jo De Pelsmaeker.

## POC

'In the initial comparison of different suppliers and quotations, Citymesh already stood out as a partner thanks to its total concept and 'no-nonsense' project approach. Still, we've given this a lot of thought.

After a successful proof of concept (POC) that lasted one year in Ghent, we've made the well-considered decision to provide the Wi-Fi infrastructure in the other European cinemas with Citymesh as well.'

## PORTAL PAGE

Visitors can access the Kinopolis WiFi network through a portal. This portal page is personalized in the Kinopolis look & feel. Visitors can log in with their social media account or via an online form to accept the terms and conditions of the network.

## SOLUTIONS

- ▶ Indoor Public high-density WiFi for a large number of simultaneous users
- ▶ +500 Access Points
- ▶ WiFiLab managementplatform
- ▶ Uniform setup in all cinemas
- ▶ Three platforms:
  - » B2C - WiFi for visitors
  - » B2B - WiFi for business events
  - » WiFi for Kinopolis employees

