

# BLACKBERRY 10 INSPIRES ARGENTINEAN MOVIE THEATER OPERATOR: REINVENTS MOVIE APP WITH NEW LOOK AND **GREAT** SOCIAL INTEGRATION

## Industry:

- Services/Hospitality

## Region:

- Latin America

## Company Size:

- Large Enterprise

## Solutions:

- BlackBerry® 10, custom application – Hoyts Cinema Application for BlackBerry® smartphones

Cine Hoyts Argentina is a multiplex movie theater operator in Argentina, with 10 theater complexes and 99 theaters located in shopping centers in Buenos Aires and across Argentina. In 2012, approximately 12 million moviegoers visited a Hoyts cinema. Cine Hoyts estimates that nearly 40% of their customers buy tickets online, through mobile apps or at theater kiosks.

As Marketing Manager for Cine Hoyts Argentina, Laura Najlis recently spoke about how excited she is to be releasing their already popular mobile cinema application on BlackBerry® 10 devices. Along with her application development partner, Jose Ugarte, Managing Director of Orugga, she discusses how the elegant design and social networking opportunities of the BlackBerry 10 platform inspired them to make a good app even better.

**The Hoyts Cinema App has been very popular on BlackBerry devices. Why did you decide to build this app for BlackBerry in the first place and what can your customers do on the app?**

Najlis: BlackBerry smartphones are really popular in Argentina for everyone from teenagers to businesspeople, so it made good business sense to put a lot of our development efforts into a BlackBerry app. We do offer the app on other mobile platforms, but they aren't as complete. The Hoyts Cinema Application for BlackBerry is unique and comprehensive – you can do more with it. BlackBerry accounts for the majority of our downloads and mobile ticket sales. Since our BlackBerry app was made available on BlackBerry® World™ in September 2011, it's been downloaded 270,000 times. We've also sold about 100,000 tickets from the app, just in the last quarter of 2012.

Using the app on their BlackBerry smartphones, customers can see all the movies showing in our theaters, the show times and which theater is closest to them on a map. They can look at reviews and watch movie trailers. They can buy their tickets and pick their seats. The tickets are sent to their device as a QR code (Quick Response Code), which is scanned once they enter the theater.

**How did the BlackBerry 10 device change your thinking about what the app could do next?**

Ugarte: BlackBerry 10 made us rethink the app for Cine Hoyts. It's really a whole new world with the new navigation style, the design, the power and transitions. So we took advantage of all those beautiful user interface elements and spent two months redoing the app. The most important change with the app when it's released on BlackBerry 10 is going to be the enhanced social experience. Customers will now be able to use the app to share what movie they're going to see with their friends on Facebook®. They will be able to see which seats their friends are sitting in and reserve their seats next to them. Or someone can coordinate tickets and seats for a whole group of friends. An alert will be sent from the app to each person that seats have been reserved for; all they have to do is click to pay for the tickets. The app also uses BlackBerry® Messenger (BBM™) and Twitter® so people can talk about movies, vote or write a review.



**“The Hoyts Cinema Application for BlackBerry is unique and comprehensive – you can do more with it. BlackBerry accounts for 90% of our downloads and mobile ticket sales.”**

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**Laura Najlis**  
Marketing Manager.  
Cine Hoyts Argentina



### How easy was it to create or port the app on BlackBerry 10?

Ugarte: I think BlackBerry is a really amazing platform. Compared to other mobile platforms, I'd say all the tools and documentation you have online make a big difference. Our original app was built in Java®, and we used the Cascades framework to create the BlackBerry 10 version. But we didn't really port the app over. We decided we wanted to make a pure BlackBerry 10 experience to take advantage of the exciting new design and navigation features, so we started fresh. Developing the app using Cascades was really very easy. Our design team already had experience using the Qt® Modeling Language (QML) so that's what we used to create the user interface and user controls. We used the native mapping APIs that are offered as part of BlackBerry 10 to map where Hoyts cinemas are located.

### Why do you think the new app for BlackBerry 10 is going to be a success?

Najlis: BlackBerry 10 has helped us make a good app even better. This is not only an application that's helpful to our customers; it's really helpful to us as a business. Hoyts is a company that works to be innovative in developing alternate channels for our customers to interact with us. If we can offer something truly unique as a movie-going experience on a BlackBerry 10 device, it helps to differentiate us from our competitors. I think we're going to attract even more people to Hoyts cinemas because we have this BlackBerry 10 app.

In some of our theaters, we get about two million moviegoers per year. If our customers buy their tickets on a BlackBerry smartphone, instead of at the box office, we don't have to assign so many staff to the ticket counter. It frees up our cinema staff to spend more time offering other services like serving at the concession stand. Plus our customers don't have to stand in line to buy their tickets – they have the convenience of just showing up to the theater and having their tickets scanned.

The new social experience we're offering on BlackBerry 10 is going to really appeal to our young customers. They really enjoy sharing opinions about movies. And we're making it so easy for them to coordinate a night out with their friends. As we move forward, we'll just keep refining the app. The next thing we might take advantage of is the NFC (Near Field Communication) features of BlackBerry 10. For example, a customer could be walking by a poster of a movie and they could automatically see all the details of the movie on their BlackBerry 10 smartphone, including where it's playing. They could buy their tickets right then and there.

### Key Benefits

1. Noticeably enhanced existing BlackBerry® app with new look and social networking features
2. Easy to develop the app using Cascades™ user interface (UI) tools
3. Mobile ticketing helps redeploy theater staff from selling tickets to offering services
4. Builds on Hoyts' image as innovative, tech-focused cinema operator
5. Attracts new customers and helps to increase competitive position in marketplace

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