

Bow Tie Cinemas Wrap Up Digital Signage Installations

(February 12, 2010) College Station, Texas – Bow Tie Cinemas recently completed digital signage installations at three of its theatre locations. Bow Tie chose Texas Digital's signage solution and content management software, VitalCAST™, for its theatres at Annapolis Mall 11 in Annapolis, Md.; Movieland 6 in Schenectady, N.Y.; and Movieland at Boulevard Square in Richmond, Va.

Each of the theatre locations incorporated 40-inch Samsung flat-panel LCD displays. The Annapolis Mall 11 installation includes five displays, while the installation at Movieland 6 includes two and the Movieland at Boulevard Square includes five. Texas Digital's VitalCAST software runs on each screen, allowing prices, imagery and other features on the displays to be updated automatically and simultaneously from Bow Tie's corporate office with a few clicks of the mouse. All the screens are in the concessions areas of the theatres, with static menu information interspersed in between the LCD displays. Bow Tie Cinemas is using the displays with VitalCAST video content to push nontraditional food fare and upcoming events, activities and promotions.

"We chose Texas Digital's VitalCAST due to the flexibility of its operation and ease of updating. The interface is very easy to use and update, and can be changed at a moment's notice from our home office," said Bow Tie COO Joe Masher. "The industry is trending toward digital signage; the excitement that it creates with eye-appealing graphics and animations will hopefully allow us to see our sales increase significantly at stands where we've installed the signage."

"This was an interesting project because two of the theatres we were installing did not have digital signage, while our solution replaced another company's digital signage solution at the third," said Texas Digital COO Dennis Davidson. "This posed a unique challenge in ensuring that our standards and Bow Tie's expectations were met for all three locations. We are pleased the installations look great and look forward to working with Bow Tie again."

About Texas Digital:

Established in 1972, Texas Digital is a leading provider of digital signage solutions, with over 22,000 units installed worldwide. Texas Digital's customers include leaders in the entertainment industry including theatres, theme parks, sports stadiums, arenas and other entertainment venues. For more information on Texas Digital and its products, visit www.txdigital.com.

About Bow Tie Cinemas:

Bow Tie Cinemas founding partner B.S. Moss opened the Centurion Theater in Times Square in 1936, which was the first motion picture theatre built exclusively for the exhibition of talking motion pictures. Bow Tie is dedicated to returning style and elegance to the movie-going experience. Bow Tie Cinemas



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currently owns and operates 145 screens in 18 locations in New York, Maryland, Connecticut, Colorado and Virginia. For more information on Bow Tie Cinemas, visit www.bowtiefinemas.com.

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