



## **CEC Theatres Powered Exclusively by Omniterm's Theatre Management Software solution**

**Toronto, Ontario (March 22, 2016)** – Omniterm, an industry leading Point-of-Sale solutions company dedicated to the cinema industry for over 35 years, is proud to announce that they have been selected as the Theatre Management Software (TMS) provider by CEC Theatres.

CEC Theatres remains a family-owned company with a commitment to bringing state-of-the-art theatre facilities to the communities it serves. They currently operate 19 theatres with 151 screens and have implemented many of the modules within Omniterm's enterprise software solution. "We are pleased to welcome CEC Theatres to our customer base" says Darrin Lewis, Director of Sales for Omniterm. "From the initial stages, we worked well together and we are delighted to be part of their commitment to enhance the service level to their customers"

"With the rapid changes in technology, we decided to look for a theatre management POS provider rather than to continue developing our own", said Tony Ross, VP Finance, CEC Theatres. "After comparing the top choices in the market we selected Omniterm based on their software, experience and the relationship built during the evaluation stage."

Now that CEC Theatres has begun upgrading their theatres from their pre-existing in-house solution, they can concentrate on what they do best, Cinema exhibition! "It was a very hard decision for us to move away from our own solution." said Greg Carter, Director of Operations, CEC Theatres. "Omniterm TMS gives us a wholly integrated solution that will enable us to launch new programs and functionality that previously were on the drawing table."

In addition to the standard box office, concession and kiosk applications, CEC is using the system to deploy circuit-wide loyalty and gift card programs, and provide the ability for customers to purchase tickets online and on their smartphones!

### **About CEC Theatres ([www.cectheatres.com](http://www.cectheatres.com))**

CEC Theatres began a half-century ago in 1955, in St. Cloud, Minnesota. In 1964, a name change to Cinema Entertainment Corp. (CEC Theatres) marked a new focus on building freestanding indoor theatres. Through the years, this privately-held family-owned company followed an expansion plan focused on small to medium size communities located in the Upper Midwest. CEC Theatres currently operates over 150 screens in Minnesota, Iowa, Wisconsin and Nebraska.

### **About Omniterm ([www.omniterm.com](http://www.omniterm.com))**

Omniterm, serving the cinema industry since 1978 is a global provider of automated ticketing and concession POS software and hardware solutions. Their software suite includes box office ticketing, concessions sales and inventory management, kiosks, enterprise management, loyalty, internet ticketing, film settlement, gift cards and digital signage.



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