



O CITY by bpc



**FOR THE
ENTERTAINMENT
SECTOR**

2016
LEAGUE OF LEGENDS
WORLD CHAMPIONSHIP

CHICAGO
2016 LEAGUE OF LEGENDS
WORLD CHAMPIONSHIP QUARTERFINALS

OFFREY BALLET

O-CITY FOR THE ENTERTAINMENT SECTOR

When selecting a city to live in, prospective residents will have a variety of criteria, including rent or property prices; safety; proximity to work or school; access to public transport; and entertainment attractions. Cities are facing great challenges keeping up with the entertainment expectations of their residents.

Government authorities and private business have to ensure attractions continue to be appealing and commercially viable, which demands considerable investment. Technology has a vital role to play in reaching the connected consumer.

Public entertainment operators such as cinemas, theatres, concert halls and museums need to remain competitive and accessible.

Technology is adding the element of personalisation. With a digital-first approach and the smart use of customer data, city attractions can offer a superior customer experience taking context and personal preferences into account, resulting in increased revenue.

ONE CITY ONE PLATFORM



CINEMA



THEATRE



CONCERT



EVENT

THINKING DIGITAL AND SMART

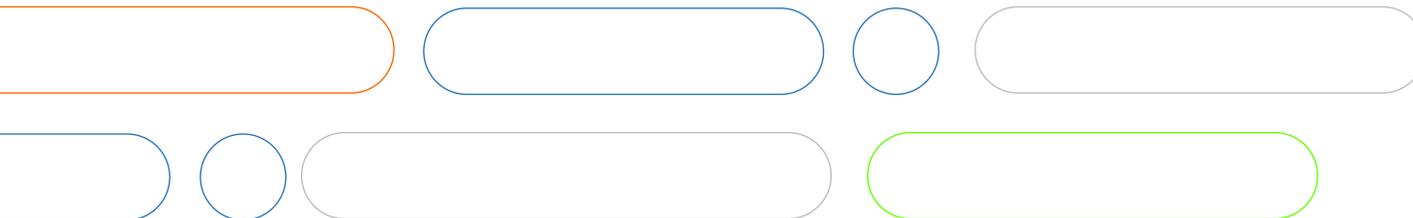
O-CITY is built as an open-loop, account based solution that offers a convenient centralised tool for management and personalisation of e-tickets in the entertainment area. Solution can be installed solely, focusing on e-tickets management, or in complex with other O-CITY functionality to create a unified ecosystem environment.

The account based principle allows customers to search through the ticket marketplace using their own device for tickets for concert halls, cinemas or theatres, access the service with any of the available digital tokens, and pay contactlessly with mobile phone, bank card, QR code or barcode scan, or NFC device. The technology also removes the need to purchase a paper ticket during an event.

Personalisation of services is an end-to-end process that looks at the entire relationship with the audience rather than simply showing social media ads on their feeds. It increases an entertainment service provider's competitiveness and loyalty of end users by managing and optimising distribution of e-tickets or seats, improving tariff segmentation and introducing automated fare collection, providing various payment tools that greatly improve the customer's digital experience.

PERSONALISING SERVICES:

- Improves audience segmentation
- Provides access to big data of customer consent information
- Is attractive to other members of ecosystems, such as partners, international payment providers, and municipalities
- Improves accessibility for citizens and tourists



POWERFUL SEGMENTATION

Using a compliant technology, O-CITY can be integrated with existing infrastructure such as turnstiles, mobile applications, validators, screens and scanners. Service providers can better understand the interests of target visitors and the communications channels they prefer. Segmenting product offerings provides every user with a customisable experience.

SEAT MANAGEMENT

O-CITY provides a powerful segmentation feature to service operators, allowing them to modify options such as number of seats, price and visualisation on the dedicated web portal or mobile application. It tracks past data on seat preferences and provides data upon request to service providers. For further analysis and better optimisation, segmentation and decision making, the system allows service providers to track and modify various parameters. These include:

- Subsidy management on seats for priority groups
- Seat suggestions for loyal customers
- Discounts and offers on ticket types or seats
- Daily usage of each seat
- Overall volume of customers on each segment of seat or ticket
- Price-per-seat or ticket segment
- Profitability of each seat or ticket segment

MOBILE APPLICATION

O-CITY provides mobile applications that are fully updated with client credentials, allowing end users to search for the desired seat based on their ticket type through the system and purchase with just a few clicks.



BENEFITS OF O-CITY

VARIOUS PAYMENT METHODS ACCEPTED

O-CITY supports a variety of payment methods. The ability to provide flexible payment options increases product value for citizens and tourists.



BANK CARD

As an open-loop technology, bank cards can be used as a payment method for admission tickets or for booking a specific seat.



CLOSED-LOOP CARD/WALLET ACCOUNT

Whether the entertainment service provider works with a partner or has its own specially issued cards, O-CITY can be configured to accept mobile applications or QR codes as payment methods.



MOBILE APPLICATION

O-CITY has designed a mobile application that is suitable for entertainment management, be it the sale of e-tickets or choosing a pre-booked cinema ticket. The application is compatible with both iOS and Android devices and can be also used as a media for contactless payment or admission.



QR CODE

The O-CITY mobile application can be configured to generate static or dynamic QR codes, which can be scanned by QR scanners. While purchasing a ticket or a seat through an online marketplace, a QR code is issued that includes all information of the purchase made (user ID, expiry time, digital signature, seat number or ticket type) which is provided to the application online through the central server.

BENEFITS OF O-CITY

CROSS FACILITIES SERVICES

The O-CITY platform can be used for cross-stakeholder services such as unified platforms for ticketing, monitoring of seat management and aggregation of data, which makes performance analysis more unified and effective. Introducing a unified platform for cinema halls that monitors the number of viewers at one time and then segments groups as per their preferences to maximise future attendance.

NOTIFICATIONS

It is possible to configure the O-CITY system to send notifications to users through web or mobile with the information configured by the service provider, such as cancellations or discounts. The following methods are supported by the platform:

- Push notification
- SMS notification
- Email notification

OPEN API's

The O-CITY platform is easy to integrate and attracts new partners into the ecosystem by enriching the user experience with additional third party applications.

UNLIMITED SCALABILITY

The solution supports unlimited addition of partners, which makes it ideal for inviting additional parties (cinemas, theatres, museums, concerts or other entertainment institutions) into the network, thus enhancing the user experience



FUNCTIONALITY

Leveraging the expertise of our parent company BPC, an award winning payment provider with more than 25 years of experience, O-CITY experts possess considerable expertise and knowledge of payments automation while the solution combines modern methods of security and fare collection to support all the necessary infrastructure and provide entertainment sector facilities with solid system and services.

FOR ENTERTAINMENT ENTITY

- e-Ticketing
- Subsidy management on seats
- Web portal for provider
- Seat performance tracking
- Seat segmentation and optimisation
- Hierarchy management
- Various media type acceptance
- Encryption and tokenisation
- Payments processing
- Customer support services
- EMV support
- Risk management
- Big data analytics
- Historical reporting on visits
- Seat and tickets tariff management
- Lists management
- Centralised platform management
- Multi institutional scalable service

FOR END USERS

- Web portal with interface
- Mobile application to choose seats or tickets
- Transparency of payments and data
- Partners' discounts
- Historical tracking of visits
- Notifications from provider
- Various access media



**ONE CITY
ONE PLATFORM**



Scan the QR code and visit our website
for further information on www.o-city.com

