

Telephonetics VIP wins Empire Cinemas Ltd multi-year contract

30th April 2009, Hemel Hempstead, UK - [Telephonetics VIP](#), the speech automated specialist, today announces the signing of a multi-year contract with Empire Cinemas Ltd for the supply of its MovieLINE[®] automatic speech recognition (ASR) ticket booking and information technology solution to all of its 17 UK cinema sites.

After a 3 year long relationship with Eckoh, Empire Cinemas has decided to switch their supplier to major competitor [Telephonetics VIP](#). Empire will also utilise [Telephonetics VIP's](#) state-of-the-art Agent Interface software, seamlessly linking MovieLINE ASR booking service with the new call-centre operation also provided by [Telephonetics VIP](#).

Julian Timm, IT Director at Empire Cinemas states, "Empire prides itself on innovation and customer service. We undertook a careful and detailed evaluation of various alternatives that could meet our demanding requirements both in terms of functionality, service and future expansion. [Telephonetics VIP](#) outshone rivals with their sophisticated solution which, although not the lowest cost option, met the stringent needs of our business and our customers."

The [Telephonetics VIP](#) MovieLINE product is a proven market leading solution that has developed over time to meet market requirements, especially those concerning customer accessibility. MovieLINE has powerful administration and operational back-office tools that ensure timely and valuable data is easily presented to cinema management.

Ben Kennedy, Director of Operations at [Telephonetics VIP](#) commented: "We are delighted that Empire has chosen MovieLINE. This is a testament both to MovieLINE's advanced functionality and the high level of customer service we provide. Our continued development of services for cinema operators, including our contact centre services, places us in an excellent position to build on our existing relationships and industry expertise."

This win confirms [Telephonetics VIP](#) as market leaders in the multiplex cinema industry, with its MovieLINE solution running at five of the six major UK cinema chains.

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About [Telephonetics VIP](#)

[Telephonetics VIP](#), which is part of Telephonetics plc, is a leading provider of speech recognition and voice automation solutions.

Offering diverse automation solutions and deployed across 20,000 telephony channels, [Telephonetics VIP](#) uniquely processes over 35 million minutes of speech recognition per annum, via its carrier-class resilient platform in both hosted and customer premises solutions.

Drawing on over 15 years of understanding how people interact over the telephone, [Telephonetics VIP](#) offers a range of customer-focused solutions, covering even the most demanding environments, and delivering real business benefits to all its customers.

With innovative solutions for speech self-service, mobility, outbound messaging, emergency notification and business continuity [Telephonetics VIP](#) has built a large customer base. This includes 80% of the major UK multiplex cinemas, over 50% of the NHS acute health trusts, more than 50 local councils and emergency service operations, along with significant financial and legal company representation.

TELEPHONETICS PLC

Telephonetics plc (TPH.L) is a UK-based speech recognition solutions company. The Group was listed on the London Stock Exchange's AIM market in July 2005.

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About Empire Cinemas

Established in 2005, Empire Cinemas is the largest private operator in the UK with a portfolio of 16 cinemas and 143 screens. The flagship within the group is The Empire, Leicester Square from which our name is taken. Empire Cinemas screens everything from mainstream blockbusters to art house classics in quality cinemas staffed by team members who are knowledgeable and enthusiastic about film.

<http://www.empirecinemas.co.uk/>

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