



Screenwriter™

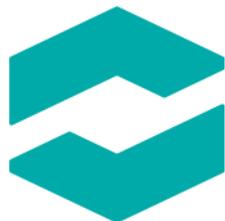
AAM's Screenwriter is the most powerful, flexible and widely deployed cinema Theatre Management System.

Screenwriter gives you:

- Control of all screens from a single easy-to-use interface
- Automation of time consuming and error prone tasks
- Seamless integration with the widest range of projectors, servers, POS systems and other devices
- A central hub for content and KDM management
- Intuitive drag and drop playlist management and scheduling
- Centralised monitoring of all operations and proactive warning of potential issues



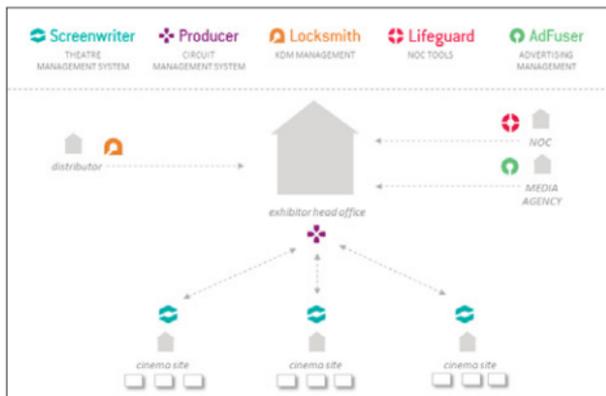
WHAT IS SCREENWRITER?



SCREENWRITER is a Theatre Management System (TMS) that unlocks the benefits of digital cinema for your complex.

Screenwriter allows you to monitor and control all your screens from a simple and intuitive web interface. Easily manage all your content and automate many processes which were previously time-consuming and inaccurate, while proactive monitoring alerts you to any problems in time to fix them and avoid losing shows.

More than just a single site TMS, Screenwriter is fully compatible with AAM's cloud-based enterprise software including Producer for circuit-level content management, Locksmith for circuit-level KDM management and Lifeguard for centralised NOC support.

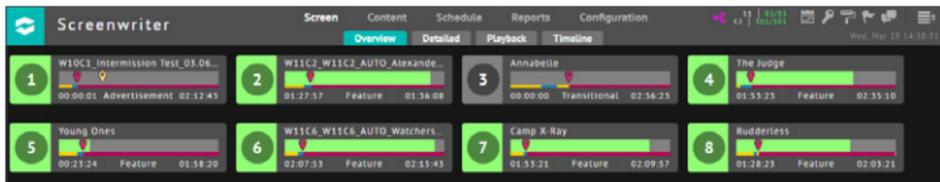


AAM's Integrated Software Solution

CENTRALISED VISIBILITY

At-a-glance view of what is happening across your whole complex on one page, so staff don't need to be in the projection booth and can spend more time with customers.

- Monitor and control from anywhere you have a connected web browser, – the manager's office, the concessions stand, the usher's desk, or using your tablet while walking the floor.
- Real-time status monitoring with clear colour coded warning of any potential issues, allowing you to fix problems in advance.
- Timeline view shows exactly what's coming up across all screens, with a countdown to key events.



Overview of all screens

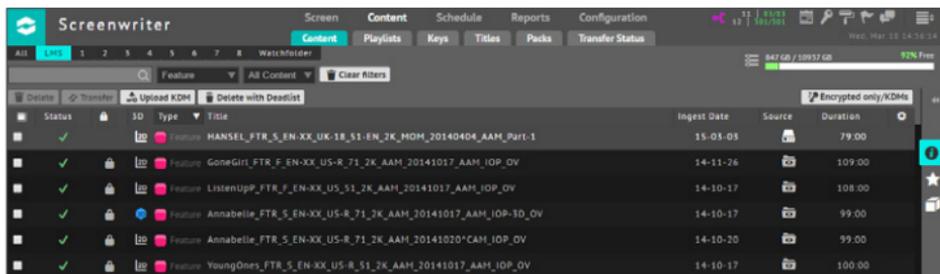


Timeline view

CONTENT MANAGEMENT

Manage content across all of your media and servers with complete flexibility, with full visibility of the information you need.

- View details of all content in your complex in one view.
- Move content seamlessly between libraries, electronic delivery systems, playout servers and physical media.
- Content and KDMs transfer automatically according to planned schedules, so content is always where you need it, ready to play.
- Alerts to missing content in advance, so problems can be fixed and missed shows avoided.
- Drag and drop scheduling lets users create and distribute new playlists in minutes.
- Full support for the emerging SMPTE DCP format as well as the traditional Interop DCP format.



The screenshot shows the 'Screenwriter' software interface with the 'Content' tab selected. The interface includes a navigation bar with tabs for Screen, Content, Schedule, Reports, and Configuration. Below the navigation bar, there are search and filter options. The main area displays a table of content items with columns for Status, ID, Type, Title, Ingest Date, Source, and Duration. The table contains several rows of content items, each with a green checkmark in the Status column and a lock icon in the ID column.

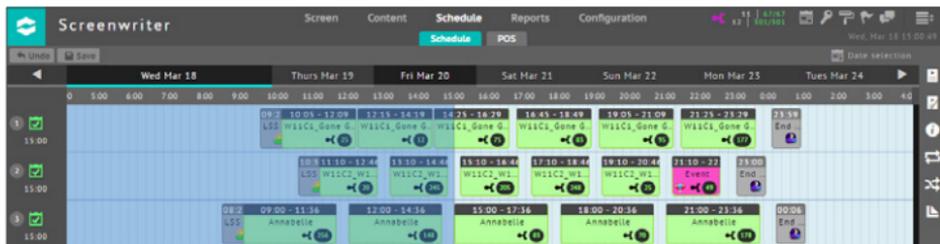
Status	ID	Type	Title	Ingest Date	Source	Duration
✓	MANSEL_FTR_S_EN-XX_UK-18_51-EN_2K_MOM_20140404_AAM_Part-1	Feature		15-03-03		79:00
✓	GoneGirl_FTR_F_EN-XX_US-R_71_2K_AAH_20141017_AAH_IOP_OV	Feature		14-11-26		109:00
✓	ListenUpP_FTR_F_EN-XX_US_51_2K_AAH_20141017_AAH_IOP_OV	Feature		14-10-17		108:00
✓	Annabelle_FTR_S_EN-XX_US-R_71_2K_AAH_20141017_AAH_IOP-1D_OV	Feature		14-10-17		99:00
✓	Annabelle_FTR_S_EN-XX_US-R_71_2K_AAH_20141020_CAH_IOP_OV	Feature		14-10-20		99:00
✓	YoungOnes_FTR_S_EN-XX_US-R_51_2K_AAH_20141017_AAH_IOP_OV	Feature		14-10-17		100:00

Content overview

PLAYLISTS AND SCHEDULING

Centralise and automate playlists and scheduling, saving time and reducing missed shows as a result of human error, as well as freeing up staff time to spend with customers.

- Automation 'macro packs' allow playlists to be moved seamlessly between screens with different equipment or automation setups with no modification.
- Schedule content directly or benefit from advanced POS integration for automated schedule generation. Most POS systems are supported.
- Duplicate schedules, copy schedules to other screens, or swap shows between screens with ease.
- See any issues easily with the colour coded schedule view.
- Display the number of seats sold for each show where supported by POS integration.



Schedule view

KDM MANAGEMENT

Automate KDM management to minimise missed shows and give you complete control.

- Ingest KDMs from media, ftp or configure Screenwriter to automatically ingest KDMs from emails.
- KDMs are automatically sent directly to media players where they are needed, avoiding mistakes.
- Identify problems with missing or expired KDMs at a glance.
- Compatible with AAM's cloud-based, circuit-wide KDM management solution Locksmith.

The screenshot shows the Screenwriter software interface. The top navigation bar includes tabs for Screen, Content, Schedule, Reports, and Configuration. Below this is a sub-navigation bar with Content, Playlists, Keys, Titles, Packs, and Transfer Status. The main area displays a table of KDMs with columns for Status, Title, Version, Screen, Valid From, and Valid To. A search bar is located above the table. On the right side, a detailed view of a selected KDM is shown, including CPL TITLE, DNQUALIFIER, VALID FROM, VALID UNTIL, CPL UUID, KDM UUID, and a Download KDM button.

Status	Title	Version	Screen	Valid From	Valid To
■	CampXRay_FTR_S_EN-XX_US-R_S1_2K_AAM_20141017_AAM_IQP_OV	OV	8	Wed Jan 01 2014 23:59:59	Sun Jan 01 2023 23:59:59
■	Felony_FTR_S_EN-XX_US_S1_2K_AAM_20141017_AAM_IQP_OV	OV	8	Wed Jan 01 2014 23:59:59	Sun Jan 01 2023 23:59:59
■	GameGirl_FTR_F_EN-XX_US-R_71_2K_AAM_20141017_AAM_IQP_OV	OV	8	Wed Jan 01 2014 23:59:59	Sun Jan 01 2023 23:59:59
■	Housebound_FTR_F_EN-XX_US_S1_2K_AAM_20141017_AAM_IQP_3D_0 V	OV	8	Wed Jan 01 2014 23:59:59	Sun Jan 01 2023 23:59:59
■	LeftBehind_FTR_S_EN-XX_US-13_71_2K_AAM_20141017_AAM_IQP_OV	OV	8	Wed Jan 01 2014 23:59:59	Sun Jan 01 2023 23:59:59
■	ListenUp_FTR_F_EN-XX_US_S1_2K_AAM_20141017_AAM_IQP_OV	OV	8	Wed Jan 01 2014 23:59:59	Sun Jan 01 2023 23:59:59
■	Rudderless_FTR_F_EN-XX_US-R_S1_2K_AAM_20141017_AAM_IQP_OV	OV	8	Wed Jan 01 2014 23:59:59	Sun Jan 01 2023 23:59:59

CAMPXRAY_FTR_S_EN-XX_US-R_S1_2K_AAM_20141017_AAM_IQP_OV

CPL TITLE: CampXRay_FTR_S_EN-XX_US-R_S1_2K_AAM_20141017_AAM_IQP_OV
DNQUALIFIER: oYyeKpvi8Bu8HWE3AHyExdc
VALID FROM: Wed 01 Jan 2014 23:59:59
VALID UNTIL: Sun 01 Jan 2023 23:59:59
CPL UUID: Sa562206-e8f2-4c39-8310-N9-ba2c0d76f
KDM UUID: 00278a28-6a67-4571-801c-5a-c8aa29907

[Download KDM](#)

[View KDM information](#)

SCREENWRITER PLUS: ENHANCED AUTOMATION

Screenwriter Plus unlocks advanced functionality giving you even more automation and control.

Automated Pre-Show Management

- Use placeholders and packs to automate the insertion of advertising and trailer content according to flexible rules, saving time and ensuring compliance.
- Build packs locally, use AAM's Producer (enterprise content management system) to manage packs centrally across the whole circuit, or combine with AAM's AdFuser (enterprise advertising management) to automate the whole advertising pre-show process from creation of campaign to verification of correct playback.

The screenshot displays a configuration interface for a pack. At the top, the 'Pack Name' is 'Trailer pack 1234'. Below it, the 'Placeholder' is set to 'Trailer'. The 'Film Title' is 'Gone Girl', with a 'Clear' button next to it. A section titled 'SHOW ATTRIBUTES' contains a list of icons and labels: 'USUX', 'HFR', 'HI', 'HOH', 'SUB', and 'VI'. Below this is the 'TIME RANGE' section, which includes 'From Date' (2015-03-22) and 'To Date' (2015-03-28), both with 'Clear' buttons. It also has 'From Time' and 'To Time' fields in HH:MM:SS format, also with 'Clear' buttons. The 'Priority' is set to '1000' and the 'Print Number' is empty. At the bottom, a 'SCREENS' section features a grid of buttons labeled 'All', '1', '2', '3', '4', '5', '6', '7', and '8'. The 'All' button is highlighted in red.

Pack targeting

SCREENWRITER PLUS: AND MORE

Powerful playback data gives you accurate and fast reports from all your screens.

IP Camera Integration

- Free staff from the projection booth by enabling them to see inside the auditorium from anywhere.

Playback Log Management

- Automatic recovery and management of playback logs in SMPTE format from all media players.
- Use the powerful reporting interface to search and filter events to find out exactly what played and when.
- Export playback data to CSV format for further analysis.
- Use with Producer to run playback reports across the whole circuit centrally.

The screenshot displays the Screenwriter software interface. The main window shows a table of playback events with columns for Type, Content, Playlist / Feature, Start, End, Screen, and Sources. The table lists several events, including '2012-10-12_11-00-11-29-To_Rome_With_Love...', 'ANGELS-DEMONS_TLR-2_5_EN-XX_US-GB_51...', 'AGE-OF-STUPID_TRL-1_F_EN-EN-XX_20_2K_A...', 'Rudderless_FTR-F_EN-XX_US-R_51_2K_AAH...', 'Rudderless_RTG-F_F_EN-XX_U-R_51_2K_AAH...', and 'AlexanderTerrible_FTR_5_EN-XX_US-PG_51_2...'. The right sidebar contains a 'FILTERS' section with search and content kind filters, and date range filters for 'FROM DATE' (2015-03-11) and 'TO DATE' (2015-03-18). At the bottom of the sidebar are buttons for 'Download CSV' and 'Download SMPTE'.

Type	Content	Playlist / Feature	Start	End	Screen	Sources
	2012-10-12_11-00-11-29-To_Rome_With_Love...	Annabella Annabella	15:01:10 Wed 18 Mar 2015	15:14:17 Wed 18 Mar 2015	6	🔊 🎧
	ANGELS-DEMONS_TLR-2_5_EN-XX_US-GB_51...	Young Ones YoungOnes	14:51:20 Wed 18 Mar 2015	14:53:34 Wed 18 Mar 2015	6	🔊 🎧
	AGE-OF-STUPID_TRL-1_F_EN-EN-XX_20_2K_A...	Young Ones YoungOnes	14:29:07 Wed 18 Mar 2015	14:51:22 Wed 18 Mar 2015	6	🔊 🎧
	Rudderless_FTR-F_EN-XX_US-R_51_2K_AAH...	Rudderless Rudderless	13:27:26 Wed 18 Mar 2015	15:12:36 Wed 18 Mar 2015	6	🔊 🎧
	Rudderless_RTG-F_F_EN-XX_U-R_51_2K_AAH...	Rudderless Rudderless	13:27:18 Wed 18 Mar 2015	13:27:28 Wed 18 Mar 2015	6	🔊 🎧
	AlexanderTerrible_FTR_5_EN-XX_US-PG_51_2...	W11C2_W11C2_AUTO AL AlexanderTerrible	13:26:21 Wed 18 Mar 2015	14:46:46 Wed 18 Mar 2015	6	🔊 🎧

Playback reporting

Media Player Support *

Barco; Christie; Dolby; Doremi; GDC; IMAX; Qube; Sony; USL

** Supports seamless mixing of equipment in the same complex*

Projector Support

Barco; Christie; Cinemeccanica; Kinoton; NEC; Sony

Web-based User Interface

Best in class and easy to use. Unlimited number of client terminals.

Browser Support

Firefox; Chrome; Internet Explorer 9+

Language Support

English; Chinese; French; German; Italian; Japanese; Korean; Portuguese; Russian; Spanish; Turkish

POS Support

Screenwriter supports a variety of POS systems

Please contact us for a list of currently supported systems

OS Support

Linux (CentOS 6.4+)

Windows (Windows Server 2008R2 +)

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KEEP
CALM
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IMPROVE THE
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