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
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.
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.
• 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.
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.
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.

View KDM information
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.
Intelligent CPL Selection

- Use Title Matching to group different versions of the same content together under one title together with related trailers and ratings cards.

- Recognise different audio formats, 2D/3D, HI/VI, HFR etc. versions and target the correct version automatically to the right screen or POS session, removing complexity and avoiding human error.

Templated Playlists

- Use Screenwriter Plus’s powerful show playlist templating feature to completely automate the creation of playlists with dynamic insertion of all content and cues.
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.

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