

CUSTOMER SUCCESS STORY

THEATRE FRANCHISE UTILIZES **OSID-DE** SMOKE DETECTORS TO PROTECT MOVIE GOERS AND VENUES

About End User

A Mexican theatre franchise established in 1947, is a leading world-class cinema exhibitor that offers guests an enhanced movie-going concept, as well as their renowned 'Luxury Cinema' experience. Movie goers receive a luxurious theater experience that includes a comfortable recliner seat and have sushi rolls, teriyaki skewers and chardonnay served to them at the push of a button.

The Mexico-based parent company is the biggest Cineplex chain in Mexico with 214 theaters in 97 cities and fourth largest movie theater exhibitor in the world with over 335 theaters, 3,187 screens and over 27,000 employees. The franchise already operates branches in select regions in Mexico, Colombia, Guatemala, Brazil, Spain, India and other Latin American countries and most recently US locations now open in Florida and California.

The Challenge

The property had long suffered daunting maintenance complications when using the original spot detectors throughout the theatres as well as false alarms given the high humidity levels and ceiling heights in viewing rooms. After time, and extensive costs, the customer opted for an alternative detection system that allowed for convenient and safe access by maintenance technicians.



PROJECT:

Luxury Movie Theatres

END USER/LOCATION:

Mexico City

INDUSTRY:

Entertainment / Leisure

PARTNERS:

Segman Detection Technologies

SOLUTION:

OSID-DE (OSI-45, OSI-10 and OSE-SP)

“OSID-DE was selected to protect our movie theatre locations based on their proven track record and long history of protection in large, open spaces. We anticipate expanding the use of OSID-DE in our future branches.”

Security Manager

The Solution

The nature of cineplex business is entertainment of movie-goers; therefore false alarms are unacceptable as they interrupt their customers' experience. The only practical form of fire detection for their branches is beam smoke detection due to the size and nature of the theatre rooms.



OSID-DE was selected by the customer because of ease of installation, maintenance and superior detection given the challenges of the viewing rooms. Technicians are now able to access the OSID-DE Imager and Emitters to inspect, clean and review them without disruption in the theater. The emitters are battery powered which also eliminated the need for wiring throughout the large theatre rooms. Also, the esthetic that OSID-DE offers was important to the customer in maintaining a look and feel throughout their properties.

New installations and OSID-DE has proven its effectiveness as installed at majority of theatre locations throughout Central America. The typical installation for the theatres includes ten (10) OSID-DE detectors per theatre viewing room replacing on average 64 spot detectors per complex.

The Outcome

Not only does the theatre chain have the best beam detector in the market, OSID-DE demonstrated a financial savings by reducing the expense of wiring that would be required with over alternative detection methods as well as inspection and maintenance labor costs. The customer also found the use of batteries to power OSID-DE units as an installation advantage. Moving forward, the customer plans to not only install OSID-DE in new sites throughout the region but is also updating existing theatres with the technology.



About OSID-DE

Open-area Smoke Imaging Detection (OSID-DE) is an innovation in projected beam smoke detection technology. By using advanced dual wavelength projected beams and optical imaging technology for early warning smoke detection, OSID-DE provides a low-cost, reliable and easy to install solution that overcomes typical beam detection issues such as false alarm incidents and alignment difficulties.

About Installer



Founded in 1982, Segman specializes in fire detection technologies, fire suppression, and explosion and prevention equipment. Employing over 250 employees worldwide, Segman is able to meet demands quickly. Segman is headquartered in Mexico City and operates offices and warehouses out of San Luis Potosi, Dallas, Texas and Menlo Park, California. www.segman.com.

- Simple installation and commissioning - up to 70% time saving compared to traditional beams
- Low maintenance, saving both time and expense
- Long range up to 150 m (492 ft)
- High tolerance to vibrations, building movement and high airflow
- Dramatically reduces false alarms
- High resistance intruding objects such as dust, fogging, steam, reflections, sunlight, birds, insects and forklifts
- The Imager requires only 20 cm (8 in) free space for installation