

Revolutionary sensor seats in cinemas

Luxembourg, 19th July 2006 – The IEE sensing technology, integrated in millions of cars and many consumer products, is from now on used in a completely different domain. Integrated in cinema seats, the new innovative sensing system provides a quick overview of the behavior of the audience. The device is able to detect if a seat in a movie theatre is occupied or not. The new Kinopolis complex in Bruges (Belgium), that opened its doors in the beginning of July, is equipped with the so-called "intelligent seat system", developed and distributed by Quick Sensor, using sensors manufactured by IEE.

The basic idea of the use of these kinds of sensors in cinemas is to create a so-called "open foyer". With such a foyer people are lured to come to the complex to drink something or to shop, even without seeing a film.

The cleaning staff can check which seats have been occupied during the preceding show and restrict the clean-up to these seats.

The regular ticket controls are abolished and are replaced by a new automated system. The seats and the entrance tickets will be numbered, so that everyone gets a fixed seat. The ticket online shop is promoted by offering the tickets sold by the internet cheaper than those sold on the spot. The use of the sensor shortens the queues in the entrances, due to a simplified ticket validation. At the same time people must not necessarily have a ticket to come and drink or shop in the complex. Kinopolis Brugge is a pilot project. If this project is successful, all Kinopolis movie theatres will be equipped with such a system in the long run.

The delivered information offers advertisers extraordinary opportunities. Which seats are sold most? Who saw the advertising spot? How many viewers left the room earlier? All these questions could be answered by the intelligent chair. Currently one advertiser has realized an interactive advertising to be used in cinemas equipped with the sensor seat. During a game, a question is asked and the audience can choose the answers immediately by sitting or getting up.

The seat control system enables accurate, reliable seat detection for all types of seating. For this goal a special sensor is mounted in the seat cushion. All seats are connected to a bus system linked to a server computer. The seat detection software gathers and stores all the seating information for immediate or later retrieval and processing.

The seat device delivers a new kind of theatre experience attracting extra spectators and advertisers.

IEE has been using similar sensing systems to detect passengers in cars since 1994.

About IEE

IEE S.A. was founded in 1989 and is headquartered in Luxembourg. IEE is a pioneering developer and manufacturer of intelligent sensing systems. Moreover IEE will play a leading role in the development and application of smart 2D and 3D camera imaging devices. More than 25% of IEE staff work in research and development.

Press Release

IEE S.A. is ISO 9001, QS 9000, VDA-6.1., ISO/TS16949/2002 and ISO 14001 certified. In FY 2005, revenues from sales exceeded 126.08 million EUR.

IEE has more than 1,000 employees worldwide and operates a manufacturing site and a technical center in Luxembourg. In addition, IEE has R&D facilities in Auburn Hills, Michigan (USA) and Seoul (South Korea), as well as representative offices in Beijing (China) and Tokyo (Japan). The global presence of IEE's partners enables it to offer local services to all its customers. For more information, please visit www.iee.lu.

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