



## Media Release

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### Vista concludes record-breaking roll-out for Chinese cinema chain Dadi Cinema

Vista Entertainment Solutions, a company of Vista Group International, is delighted to report the completion of one of the most challenging software implementation projects the company has ever undertaken. Over a period of just six weeks from the September signing of Chinese cinema chain Dadi Digital Cinema, Vista has concluded the operational roll out of 230 cinema sites spread across urban and rural China. An unprecedented plan of deployment involving Vista teams from Auckland HQ and Shanghai, working in conjunction with Dadi IT staff, enabled a fast-track project that is a remarkable milestone in Vista's story.

At its peak, Vista deployed 20 project team members, centrally supported from the Beijing headquarters of Dadi, with individuals at each Dadi cinema site supporting local cinema staff with 'go live' deployment. Round-the-clock support was also provided from Vista's Auckland headquarters.

Software installation sites ranged from first-tier cities such as Shanghai and Guangzhou in the south, to less known locations such as Tong Jiang in the north and Pu'er in western Yunnan province, which recently experienced a 6.6 earthquake. A total 2,376 hours of travel time was involved using air, road, rail, and water transport.

"To embark on a project of this scale within such a short time frame was something that as far as we know, has not been achieved before in our industry, and I'm delighted that our teams – Vista people assisted by Dadi people – have executed so brilliantly. They have re-set the global benchmark for the speed at which installation projects such as this can be carried out and we are proud of them", said Vista Chief Executive, Murray Holdaway.

"The project ran like clockwork", said Dona Yu, EVP of Dadi Cinema, "We couldn't be happier; when faced with what appeared to be an impossible deadline the Vista and Dadi teams planned and executed with military precision and in the most professional manner – it was a pleasure to watch."

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#### **About Vista Entertainment Solutions:**

Vista is the world leader in cinema management software solutions with installations in 63 countries across all continents and an estimated 37% global market share in the large cinema circuit market. The Vista software product line is both integrated & scalable, suited to cinema exhibitor's operating 20+ screens and up to 100's of cinemas. Vista software comprises multiple software modules required to deliver optimal Box Office returns, total cinema management and both internal and external analysis and reporting.

A company of Vista Group International Ltd (NZX: VGL, ASX: VGI), Vista Entertainment Solutions is headquartered in Auckland, New Zealand and has subsidiaries incorporated in Los Angeles, London and Shanghai.

Visit [www.vista.co](http://www.vista.co)

**About Dadi Cinema:**

Dadi Cinema, founded in 2006 and head-quartered in Beijing, is a subsidiary of Dadi Culture and Media Group. Dadi Cinema is one of the largest cinema operators in China and Dadi Culture and Media Group covers all aspects of the movie industry value chain from production to distribution, cinema projection and operations. They pioneered the projection of blockbuster films in Tier 2 and 3 cities and today most of their cinemas are located in smaller cities throughout China where demand for viewing movies in movie theatres continues to soar.

**Media Contact:**

Christine Fenby, Marketing Director, Vista Entertainment Solutions, Auckland, NZ

Tel +64 21 727 006, Email [christine.fenby@vista.co](mailto:christine.fenby@vista.co)

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