

PRODUCT NEWS

New Box Office System

Computerization of box offices is likely to be a major topic in 1981. The latest suitor for the favours of theatre managements is Space-Time Systems Limited with their newly announced BOCS system (Box Office Computer System).

BOCS is an on line system that can be accessed by more than one sales outlet at any time. This considerably enhances the marketing power of each outlet, be it window, mail room or agency and is greatly superior to traditional box office sales methods which rely on documentation that can only be used by one person at a time.

BOCS can also record information on patrons which as we have observed before in these columns is probably the most valuable and yet wasted marketing information available to theatres.

The box office, and in particular ticket printing, is apparently one of the most cost-intensive aspects of theatre operations. BOCS prints tickets at the time of sale and only as they are required. Initial calculations indicate that BOCS tickets cost about one-fifth of tickets produced by traditional methods.

BOCS is pre-programmed for each theatre and every performance so that it always offers the best available seat in the house, as designated by the theatre manager. However, by using the keyboard the computer's offer can always be overridden by

GRAND THEATRE									
HIGH STREET, WESTON, WILT									
STALLS					CIRCLE				
STALLS	CIRCLE	TOTALS	STALLS	CIRCLE	TOTALS	STALLS	CIRCLE	TOTALS	STALLS
MONDAY EVENING	11.50	13.50	10.00	11.00	11.00	13.00	11.00	11.00	11.00
TUESDAY EVENING	11.50	13.50	10.00	11.00	11.00	13.00	11.00	11.00	11.00
WEDNESDAY EVENING	20.00	21.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00
THURSDAY EVENING	40.00	41.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00
FRIDAY EVENING	40.00	41.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00
SATURDAY EVENING	40.00	41.00	11.00	11.00	11.00	11.00	11.00	11.00	11.00
TOTALS	170.00	171.00	110.00	111.00	111.00	111.00	111.00	111.00	111.00
SUBTOTAL					SUBTOTAL				
NET 14.000					NET 14.000				
GROSS TOTAL					GROSS TOTAL				
184.000					184.000				
INC VAT					INC VAT				
18.840					18.840				
TOTAL					TOTAL				
202.840					202.840				

MAJESTIC THEATRE			
A PHOENIX TOO FREQUENT			
SPACE-TIME SYSTEMS LTD	WEDNESDAY	13	13
LONDON WC2	NOV. 1979	8.30 PM	STALLS
01-240-0411	INC VAT	STALLS	A19
			£8.00

the box office staff or the definition of the best seat changed to suit the nature of the show.

Developed on a Digital Equipment Co PDP 11/34, BOCS software will also run on the 11/23 and 11/44 models, offering modular growth to meet the growing demands of users. BOCS has been written in Fortran and uses the RSX operating system.

Box office routines include analysis by seat price of gross receipts, total sold, not

sold and percentage sold. BOCS can provide full marketing reports on sales trends, response to particular promotions, advance sales progress and automatic invoicing of agencies by the theatre.

'The business of show business is selling tickets', says Ken Fraser, Space-Time Systems' managing director, 'and an unsold ticket is worthless the moment the curtain goes up. BOCS can keep all the available seats on sale at all outlets right up to that moment.'

Space Time Systems Limited is supported by two city groups, The Foreign and Colonial Group, who are also the major shareholders, and Venture Link Limited. Theatre Projects Limited also have a substantial interest and Richard Pilbrow is on the board.

New House Journals

House journals by their very nature are biased, having as their object the promotion of the manufacturers who publish them. Having said this they can still make interesting reading and provide an insight into the products and markets in which a manufacturer is engaged. Good house journals generally manage to include some interesting non-promotional articles as well. *Electrosonic World* is one of the better journals of this genre, well produced and interestingly put together. Anyone wishing to receive future issues should write to Electrosonic Ltd., 815 Woolwich Road, London SE7 8LT. *Electrosonic World* is to be published occasionally which according to Robert Simpson means 'about twice a year when we have something to say'.

Another new house journal due to appear in December comes from Rank Strand. It will be published under the familiar title of *Tabs* but inevitably in these days when every promotional penny must not only pay but be seen to pay the new *Tabs* will be a commercial tool. Richard Harris, who is in charge of the production, nevertheless promises to include some interesting general topics. The new *Tabs* is also to be an 'occasional' publication.

Patrick Hayes joins Clear-Com

Patrick Hayes, formerly President of Precision Metal Forms in Sunnyvale, California and Chief Financial Officer for Digital Telephone Systems has joined Clear-Com Intercom Systems as Operations Manager. He will be responsible for manufacturing and company expansion as well as Clear-Com's customer service and product availability.

