

CREATING A NEW WAY TO ENJOY GOING TO THE MOVIES



Be a Part of the Legacy

FROM THEATER TO MOVIE ENTERTAINMENT CENTER

Executive Summary

Santikos Entertainment currently operates nine locations in and around the San Antonio area including a Movie Entertainment Center (MEC) in Cibola, TX showcasing an arcade room, bowling, laser tag, virtual reality, fast casual/fine dining, and a cocktail bar.

Challenges

For Santikos Entertainment's location in Cibola, TX, the company was looking for a distributor to give them a 100% confidence in their planning, execution and operational process.

Santikos was also looking to improve their parts and service capabilities across all of their locations.

"I feel confident that our game room layout has sustainability going into the new year, until new game purchases can be made for 2020."

-Dan Fonseca, *Gaming Manager*

BETSON

Santikos attended **Betson Technical University - BTU** is a two day class that is run as an interactive workshop that includes:

- Game System Overview
- Digital Multi-Meter
- Basic Soldering/ Splicing Techniques
- Game Maintenance
- Card Reader 101
- Troubleshooting
- Electronic Circuit Theory
- Writing Schematics
- Computer Repair
- Basic LCD Repair



How Betson Helped

During the planning stages, Betson developed precise CAD drawings of the game room which allowed Santikos to get comfortable with the look, feel and flow of their entertainment space. Santikos also participated in Betson Technical University and purchased Betson's Essential Parts Package Program as part of the onboarding process.

Some of the games that were placed include:

- **Halo: Fireteam Raven** (Raw Thrills/Play Mechanix)
- **Connect 4 Hoops** (Bay Tek Entertainment)
- **Virtual Rabbids: The Big Ride** (LAI Games)
- **Lane Master** (UNIS)
- **Bean Bag Toss** (ICE)



Virtual Rabbids: The Big Ride
by LAI Games

Results, Return on Investment and Future Plans

After the installation and grand opening, Santikos took note of the way guests moved through the game room. They noticed how Betson's layout planning provided for a nice flow of customer foot traffic that optimized the consumer experience, increased duration of stay and increased overall location revenue.

The game room at Santikos has been operating at peak performance as a result of Betson's proactive training of Santiko's staff and follow up on additional service needs. Betson's development of a tailored on site parts package has also reduced downtime and increased the overall customer experience.

Santikos is looking forward to staying up-to-date with the latest and greatest technologies and building lasting relationships. "I have yet to go a long period of time without talking to a Betson Sales Rep or the rest of the team. They're a big part of our success." said Fonseca.

Santikos purchased an Essential Parts Package:

- Customized for Each Game Purchased
- Includes Zero Shipping Cost
- Zero Downtime for Machines
- Customer has the Right to Return Any Unused and Unopened Parts Within Six Months of Opening for Full Credit



Betson Enterprises



Case Study
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