

# ENTERTAINMENT

**SAMEDAY**

## CASE STUDY | Motion Pictures

### PROBLEM:

Technicolor Cinema Distribution, which distributes 35mm film and digital prints for studios to movie theaters across the country, pioneered a system for moving prints directly between theaters, when there was not time to send them through centralized hubs. This enhanced the service they offered to theaters, and increased the security of the studio's prints.

Along with this revolutionary "circuiting" process, however, came a dramatic increase in logistical requirements. Every week, hundreds of transfer requests had to be logged, routed, scheduled and coordinated, and it was challenging to determine in advance exactly how many transfers would take place. Plus, to make sure theaters would never miss a screening – and movie fans would never miss a new release – most of the deliveries had to be made in a very precise time window between midnight Thursday and Friday morning.

### SOLUTION:

Technicolor entrusted DHL Same Day with the difficult task of handling these time-critical shipments. To get the job done, DHL Same Day developed a very close partnership with Technicolor, acting as a seamless extension of their internal team throughout the weekly circuiting process.

That process involves almost constant communication. It begins early in the week, as orders come in from the movie studios, and DHL Same Day works from initial projections to plan for any spikes in volume. Using their database of theater locations, Technicolor begins to map out pick-up and drop-off pairs, taking into account both distance between theaters and screening times. All of this information goes directly from Technicolor's computer system to DHL Same Day – which immediately begins generating the most efficient routing options, using ground or next-flight-out deliveries. DHL Same Day delivers those choices to Technicolor for final approval by Thursday morning. As DHL Same Day couriers fan out across the country on Thursday night, all shipments are monitored in real time, and any issues that arise are flagged for immediate resolution.

### RESULT:

Using DHL Same Day has turned what could be a logistical nightmare into a well-oiled machine. Successful deliveries consistently exceed 99.72%, and Technicolor gives DHL Same Day rave reviews for helping them satisfy studios, theaters and film lovers nationwide. In fact, last year Technicolor recognized DHL Same Day with their Vendor of the Year Award – for the fifth time in the past six years.

What was Technicolor's reaction? "Working closely with DHL Same Day, we've been able to turn what we hoped for into what we've come to expect; everything runs like clockwork now. We consider them the best courier in the business."



### Client Info:

#### Technicolor Cinema Distribution

Since 1993, Technicolor Cinema Distribution has been the leader in serving the distribution needs of movie studios and the exhibition community, using its industry understanding and expertise to support 35mm and digital release strategies for both studios and theatre customers.

**Web:** [www.technicolor.com/en/hi/cinema/cinema-distribution](http://www.technicolor.com/en/hi/cinema/cinema-distribution)

### About DHL Same Day:

A subsidiary of DHL Express, DHL Same Day has more than 30 years of experience in Next Flight Out, Hand Carry, Charter and Dedicated Drive delivery. Its global network provides superior service and local knowledge necessary to satisfy emergency shipping requirements.

**Web:** [www.DHLSameDay.com](http://www.DHLSameDay.com)

**Phone:** 800-DHL-ASAP

**Contact:** [DHLSameday\\_Info@dhl.com](mailto:DHLSameday_Info@dhl.com)