



## Case Study: NCM Media Networks



*Leading movie theater  
advertising company decreases  
customer downtime and gains  
bicoastal services partner.*

### Challenge

In 2006, National CineMedia (NCM) Media Networks was frustrated with repair services and began to search for alternative options. NCM had broken equipment returned to Denver initially and then reshipped to its various repair vendors. Repaired product then came back to Denver and into a safety pool maintained there where daily trouble tickets created demand for replacement shipments across 48 states.

*“Mendtronix’s  
customized services  
keep our equipment  
up-time high and  
our logistics costs  
low.”*

- Deb McKenney,  
NCM Media Networks

## Solution

Mendtronix was selected as NCM's outsourced repair solution. Key value adds included direct equipment shipments from the theatres and control of NCM's safety stock, fulfilled directly from MTI. Additionally, trouble tickets submitted as late as 4:00 PT were shipped the same day for overnight delivery across the country. In 2009 after MTI opened its Atlanta office, NCM gained a bi-coastal partner and with a heavier concentration of theatres east of the Mississippi, freight costs were significantly reduced.



*“Mendtronix has provided NCM Media Networks with a rich mix of repairs and logistics solutions for an array of audiovisual products.”*

- - Deb McKenney, NCM Media Networks

## Results

MTI maintained a competitive network of sources for original parts, and was fully capable of advanced board repairs. Turnaround times improved, aftermarket costs decreased, and savings were passed along to NCM's customers. Over time, MTI was given additional digital display products which helped expand the company's product portfolio. After seven years, the NCM/MTI relationship has grown to include a full portfolio of aftermarket and supply chain services.

- 24/7 data availability
- Warranty and OOW repair
- Board-level repair
- Asset control segregation

### About Mendtronix

Mendtronix offers a full suite of support services ranging from reverse logistics, distribution and parts management to factory repair and refurbishments. With over 15 years of experience in the AV industry, the company has serviced more projectors than any other company and supports a wide range of electronics and digital signage products such as interactive flat panel displays, LCDs and PCs.

### About NCM Media Networks

National CineMedia (NCM) operates NCM Media Networks, a leading integrated media company reaching U.S. consumers in movie theaters, online and through mobile technology. The NCM Cinema Network and NCM Fathom Events present cinema advertising and events across the nation's largest digital in-theater network, comprised of theaters owned by AMC Entertainment Inc., Cinemark Holdings, Inc. (NYSE: CNK), Regal Entertainment Group (NYSE: RGC) and other leading regional theater circuits.