# Cineplex Digital Media launches FLEX SmartEngine

Toronto, ON, October 13, 2020 – Cineplex Digital Media ("CDM"), an industry-leading, end-to-end digital experience agency, has announced the launch of FLEX SmartEngine, a data-driven machine learning software platform that optimizes digital signage to deliver the right content, to the right audience at the right time.

Built for retailers by retailers, CDM makes it possible for brands to finally leverage their data in their physical stores to deliver more meaningful, personalized content to customers in real time, automatically optimize campaigns to get the highest ROI, and ultimately drive business.
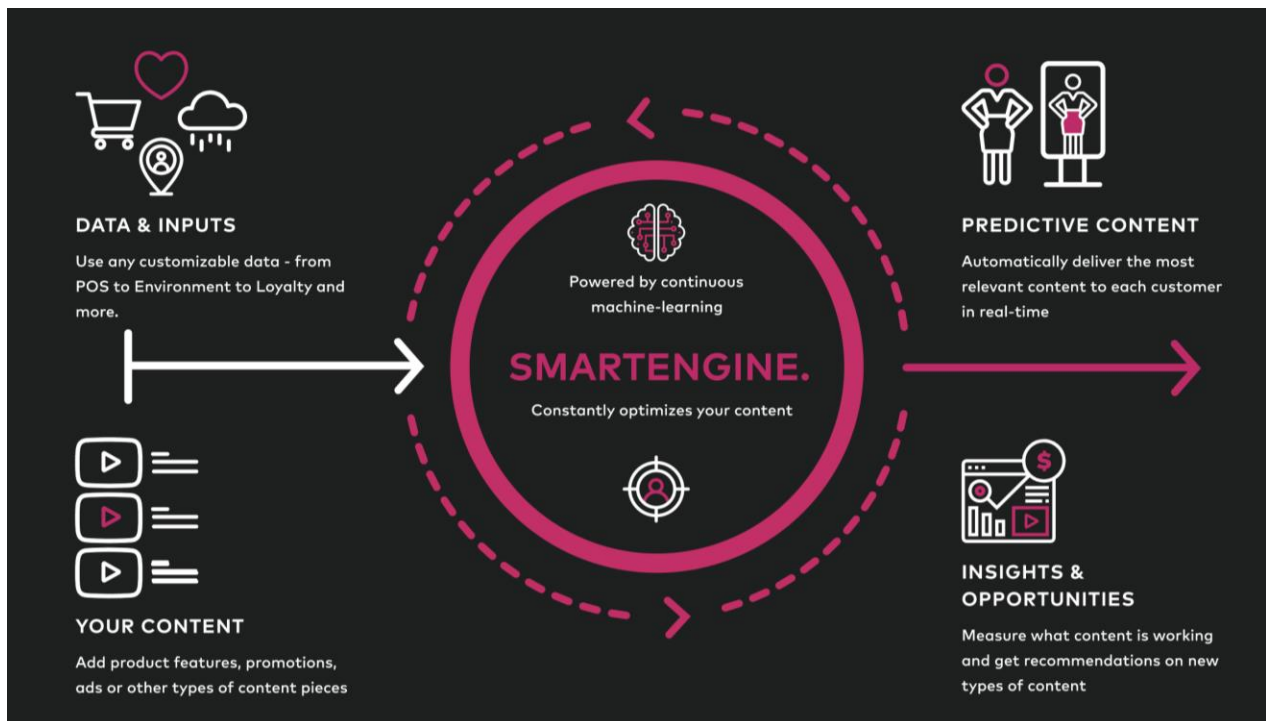
"With SmartEngine, our clients save time and effort over manual playlist creation, and can be confident the content on their in-store digital signs is personalized for their customers in real-time," said Fab Stanghieri, Executive VP & Managing Director, Media at Cineplex.

Capabilities that differentiate FLEX SmartEngine :

- Its machine-learning engine not only provides business insight to monitor and measure a brand's campaign's effectiveness, it also recommends new content types that can perform even better.

- It leverages not just client's own (first party) data like POS transactions, loyalty and member history, it also allows for a wide range of second and third party inputs, weather, time, and local market info, driving the most relevant content to customers in real-time.

- Its ability to not only leverage CDM's industry-leading FLEX Experience Platform CMS, but it is also inter-operable with other prevalent CMS solutions

The solution, immediately available for clients, has been field-proven within Cineplex's theatres for close to a year, as also piloted with one of Canada's largest financial institutions.

Visit CDMexperiences.com/Flex-SmartEngine for more information.

About CDM
CDM is an industry-leading digital experience agency that helps physical retailers thrive in a digital world. We power end-to-end digital signage networks for global brands in Retail, QSR, Financial Services and DOOH. Our new FLEX SmartEngine is a machine-learning content optimization platform named a top innovation at NRF for delivering a personalized in-store experience to your customers. Learn how we can empower you to truly deliver the right content to the right audience at the right time.

Media Relations contact:
PressRoom@cineplex.com