

Telephonetics VIP wins multi-year contract renewal with Apollo Cinemas

3rd March 2009, Hemel Hempstead - [Telephonetics VIP](#), the speech automation specialist, today announces a multi-year contract extension with Apollo Cinemas to continue supplying automatic speech recognition (ASR) ticket booking and information technology to all of their 13 UK cinema sites.

Apollo has been using MovieLINE, the [Telephonetics VIP](#) speech self service product since 2005 to provide a one-number solution for film information and ticket booking services to all its cinemas.

Rob Arthur, Operations Director, Apollo Cinemas, said: "We have worked with [Telephonetics VIP](#) for over 3 years and they have always provided us with excellent solutions and great service. Automated telephone booking is critical to our business and it is essential to find the right service provider. [Telephonetics VIP's](#) reliability and knowledge make them our number one choice."

This contract extension confirms [Telephonetics VIP's](#) leadership in the cinema multiplex market place. Over 80% of the major UK national cinema operators rely on [Telephonetics VIPs'](#) products and services.

Ben Kennedy, Director of Operations at [Telephonetics VIP](#) commented:

"We are delighted that Apollo has extended its MovieLINE contract. The renewal is a testament both to MovieLINE and the high level of customer service we provide. Our continued development of services for cinema operators, including contact centre services, places us in an excellent position to build on our existing strong relationships and industry expertise."

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About Telephonetics VIP

[Telephonetics VIP](#), which is part of [Telephonetics plc](#), is a leading provider of speech recognition and voice automation solutions.

Offering diverse automation solutions and deployed across 20,000 telephony channels, [Telephonetics VIP](#) uniquely processes over 35 million minutes of speech recognition per annum, via its carrier-class resilient platform in both hosted and customer premises solutions.

Drawing on over 15 years of understanding how people interact over the telephone, [Telephonetics VIP](#) offers a range of customer-focused solutions, covering even the most demanding environments and delivering real business benefits to all its customers.

With innovative solutions for speech self service, mobility, outbound messaging, emergency notification and business continuity, [Telephonetics VIP](#) has built a large

customer base. This includes 80% of the major UK multiplex cinemas, over 50% of the NHS acute health trusts, more than 50 local councils and emergency service operations, along with significant financial and legal company representation.

[TELEPHONETICS PLC](#)

[Telephonetics plc](#) (TPH.L) is a UK-based speech recognition solutions company. The Group was listed on the London Stock Exchange's AIM market in July 2005.

About Apollo

Please visit www.apollocinemas.co.uk

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