

## **Spotlight Cinema Networks Partners with The Tone Knows Connecting Cinema Advertisers to Moviegoers Via Smartphones**

New York, NY, February XX, 2016 – Spotlight Cinema Networks announced today a partnership with The Tone Knows to provide advertisers the ability to connect with cinema audiences through their mobile devices. This partnership, which launched in the beginning of 2016, allows advertisers a powerful and customized way to further extend messaging, interaction and engagement with moviegoers.

“The marketing campaigns of our advertisers can now extend seamlessly from the big screen of the movie theatre to the moviegoers’ smartphones without intruding on the cinema experience,” said Michael Sakin, President, Spotlight Cinema Networks. “This type of partnership offers a significant and direct connection between advertisers and our affluent, influential and tech-savvy moviegoing audience.”

“We’re very excited to be partnering with Spotlight and their advertising partners to create a three-dimensional aspect to on screen advertising. The TONE technology uniquely enables their brand partners to extend beyond their traditional reach and further engages the audience as they bring the message home - literally. Spotlight, will deliver the future of consumer interaction and ‘out of home’ messaging – today.” said Tom Webster, CEO of TONE.

Under the terms of the partnership, a “silent” tone message would be automatically sent to moviegoers’ smartphones when a company’s advertisement is shown during either Spotlight’s preshow or exclusive Trailer Pod. The message can deliver digital coupons, videos, retail partner graphics, links to incentives, and localized messaging directing consumers to nearby retail outlets such as auto dealerships or encouraging entertainment tune-in. Additionally, The Tone Knows technology allows for delayed messaging until audience members depart the theatre.

Smartphone owners in the cinema audience can only receive the messaging from advertisers if they have downloaded [CineLife](#), the Spotlight Cinema Networks app. The app will be promoted onscreen and in lobby at the nearly 1,000 movie screens included in Spotlight’s network of luxury and independent theatres in key markets across the United States. A distinguishing feature of the partnership for participating advertisers is that their mobile programs will not be cluttered with other advertising messaging and corporate branding as with other mobile marketing options

### **About Spotlight Cinema Networks**

Spotlight Cinema Networks is the industry leader in reaching a unique audience of affluent, educated, influential adults within a sophisticated cinema environment. Spotlight provides a unique advertising program tailored to the desirable, upscale adult 18+ cinema audience via premier, luxury theatres screening independent and “smart” Hollywood films. Spotlight Cinema Networks is owned by Mark Cuban, Todd Wagner and Arthouse Marketing Group, and represents the top exhibitors in this genre, including segment leaders Angelika Film Center, Laemmle Theatres and Landmark Theatres. The company is headquartered in Los Angeles, CA, with offices in New York and Chicago.

### **About TONE (The TONE Knows, Inc.)**

The TONE Knows, Inc., or “TONE” was named by Forbes as the #1 product most likely to disrupt existing business models, specializes in audio-beacon technology for business. TONE is an instantaneous, direct-to-device marketing and analytics technology platform which uses an imperceptible embedded audio tone to deliver *contextual* content. Used by professional sports, entertainment, media, retail, spot advertisers, and other leading organizations, TONE can be implemented without an expensive infrastructure investment, user intervention, or the use of a third party mobile application.

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