



### CINEMARK - MenuBoard & Concessions

Product & Services Budget

		# of Sites	PILOT 3	10	20	40	50
<b>EQUIPMENT</b>							
<u>MediaPlayers:</u>							
CPU	2	2300	\$4,600	\$4,600	2000	2000	2000
Memory	1	380	380	380	380	380	380
Memory	1	400	400	400	400	400	400
Video Cards	8	200	1,600	1,600	1,600	1,600	1,600
Security Keys	2	45	90	90	90	90	90
Cables			(SLV)	(SLV)	(SLV)	(SLV)	(SLV)
Mac Pak	2	50	100	100	100	100	100
<u>Networking:</u>							
Configuration	2	100	200	200	200	200	200
Mini Hub	2	200	400	400	400	400	400
UPS	2	325	650	650	250	250	250
Media Net Agent	2	200	400	400	400	300	300
Master Switch	2	500	1,000	1,000	930	930	930
Master Router	1	600	600	600	600	600	600
<i>Equipment Sub-Total/Per Site</i>			\$10,420	\$10,420	\$7,820	\$7,250	\$7,250
<i>Sub-Total for All Sites</i>			\$31,260	\$104,200	\$156,400	\$290,000	\$362,500
<b>SERVICES</b>							
<u>Start-Up:</u>							
Initial Content: Conversion from print			11,900		{covered in pilot}		
Network Infrastructure Management			525		{covered in roll-out project management}		
Project Management			2000	500	500	500	500
<i>Start-Up Sub-Total/Per Site</i>				\$500	\$500	\$500	\$500
<i>Sub-Total for All Sites</i>				\$5,000	\$10,000	\$20,000	\$25,000
<u>Monthly Operations:</u>							
Dynamic Content Updates			6000	1,500	1,500	1,500	1,500
Project Management			3,850	5,000	5,000	5,000	5,000
MediaNet/Distribution			5400	400	375	325	300
OOP/Misc., Travel			14,000				
<i>Monthly Services Sub-Total/Per Site</i>				\$1,050	\$700	\$488	\$430
<i>Sub-Total for All Sites</i>				\$10,500	\$14,000	\$19,500	\$21,500
<i>Project Sub-Total</i>			\$43,735				
<b>TOTALS</b>							
<i>Pilot Total</i>			\$74,995				
<i>Annual Roll Out Totals Including Equipment</i>				\$235,200	\$334,400	\$544,000	\$645,500