UC 848 - Movie Theaters on a Map

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Overview

• Company / Project background

• Pure ArcGIS Online – Joys and Challenges
• Story Maps in Story Maps
• Integration with Business Intelligence software
• Web AppBuilder – Joys and Challenges

• Wish List
Pure ArcGIS Online – Joys

- Configuration not code
- Not behind my firewall; useful with customer facing apps
- Autonomous Upgrades
Pure ArcGIS Online – Challenges

Source System → SQL Server Database → Business Intelligence Software → Flat File Format (.csv) → ArcGIS Online
Story Maps in Story Maps – Two of a Kind

Marcus vs Rivals - Opening Weekend analysis of Mad Max 4, San Andreas, Jurassic World, Inside Out

Mad Max: Fury Road

Each tab calls the respective URLs of the Bulleted Map Series app

Story Map Series - Tabbed
Story Map Series Bulleted
Four different story maps

AMC Dublin Village 18
Story Maps in Story Maps – Opposites Attract

Regal / Portland Theater Experience

There are a lot of differences between theaters. For instance, a new multiplex with one or more premium large format auditoriums is not the same as an old theater in a mall next to the food court.

The theater experience is of paramount importance, especially as home entertainment systems creep up in quality and down in price. In the same way that Gravity is an empty shell of a film when it’s not seen in 3D, many high budget “tent pole” films are truly designed to be seen in the theater. However, it is certainly possible to have an underwhelming experience at a theater, and with social media...

It’s of extreme relevance for an exhibitor to be able to have a handle on the experience that each of their theaters provides. This section demonstrates how that experience can be catalogued and presented, using a map and photo carousel.

Portland, OR is the study city. There are three Regal Theaters, and several local small exhibitor theaters shown here. In this market, Regal’s competes with idiosyncratic local offerings. High end concessions, local craft beer, 70mm film exhibitions are the norm.
Integration with Business Intelligence software
Web AppBuilder – Joys
Web AppBuilder – Challenges

Results Panel and Tabular View ignores web map field attributes (friendly names)
Wish List

- Direct Connect to DBs
- Open a URL in a popup
- Import “friendly field names”
“Visualizations act as a campfire around which we gather to tell stories.”

Al Shalloway