



PURPOSE

This document provides instructions on scheduling and advertising assistive moviegoing (AMG) films, understanding the different types of assistive moviegoing equipment AMC offers, and checking equipment in/out for guests.

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SCHEDULING CLOSED CAPTION (CC) AND AUDIO DESCRIPTION (AD) FILMS

Closed Caption-enabled films allow subtitles to be played via a separate Closed Captioning device for hearing-impaired guests. Audio Description enabled films allow scene-by-scene audio descriptions to be played via a separate device for visually impaired guests. To schedule CC and/or AD films:

1. **Review** the list of confirmed titles on the weekly Film Booking Sheetⁱ. If a film has AD and/or CC capabilities, the release with the most capabilities will be booked and will therefore be available for scheduling in Showtime Performance Scheduler. In most cases, this will be the AD CC release.
 - AD CC – Audio Description and Closed Captions (formerly labeled AV).
 - CC – Closed Captions only.
 - AD – Audio Description only.

Note: Lionsgate titles do not typically include CC and/or AD accessibility.

2. **Schedule** the appropriate AD CC film in Showtime Performance Schedulerⁱⁱ.
 - Confirm that the auditorium(s) scheduled with AD CC titles can play AD CC.

Note: While it is acceptable for a title without AD CC to be scheduled in an AD CC-enabled auditorium, theatres must strive to program AD CC content on as many of their enabled screens as possible.
 - Using the correct AD CC title automatically populates the AMC website and mobile app with the AD CC attributes for each film, advertising this amenity for guests.
3. **Ingest** the correct AD CC film content from the library server or external DCP drive to the appropriate auditorium(s)ⁱⁱⁱ.
4. **Ensure** the correct AD CC feature content is used when allocating content in Show Playlists (SPLs)^{iv}.
5. **Verify** all AD CC-enabled films are advertised with the AMG amenities on the AMC website and mobile app.
6. **Verify** the AD CC content and equipment are working properly on each AD CC film.

OPEN CAPTION (OC) FILMS

Open Caption-enabled films allow all guests to view subtitles on the big screen without the use of a separate device. Select theatres are required to play titles in Open Caption as part of AMC's Open Caption Program.



If your theatre is not one of the select theatres required to program Open Caption titles and would like to begin programming this Assistive Moviegoing option, contact your Film Buyer for guidance.



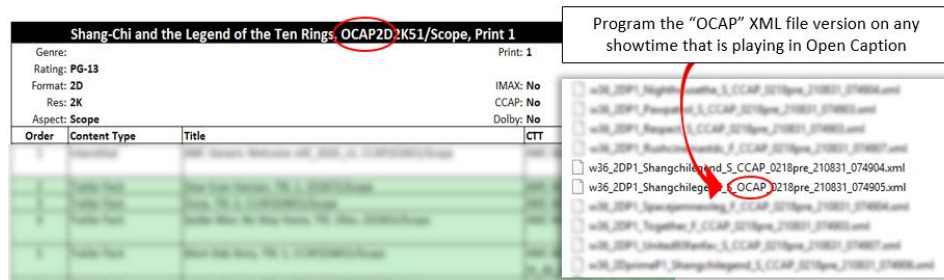
Programming Open Caption (OC) Films

1. **Review** Advance Sales Memos and weekly Film Bookings for confirmed OC film titles to be programmed.
2. **Schedule** each new OC title using the parameters below unless noted otherwise on the Advance Sales Memo.
 - a. **Weekends** (Fri, Sat, OR Sun) - Schedule one (1) Matinee show between 1pm and 4pm for each new title.
 - b. **Weekdays** (Mon, Tues, Wed, OR Thu) - Schedule one (1) Prime show between 5pm and 8pm for each new title.
 - c. **Multiple New OC Film Titles** - To provide guests multiple options to view different OC film titles on different days with various showtimes, spread-out titles, and showtimes through the weekends and weekdays.
 - d. **High Demand OC Film Titles** - Additional OC showtimes can be added as needed, with no more than three (3) OC showtimes per week, per OC title. (Contact your Film Buyer for additional approvals)
 - e. **OC vs non-OC showtimes** - When possible, schedule a non-OC showtime for the same film title 15-30 minutes after the OC showtime to provide options for guests who may have chosen an OC showtime by mistake.

Sight & Sound Procedures

Programming the correct OC title automatically populates the AMC website and mobile app with the OC attribute for each film, and correctly advertises this Open Caption amenity for guests.

1. **Reference** the Mandatory Trailer Placement (MTP) for OCAP specific play lists (SPLs). SPLs will include trailers shown with Open Captions when content is available.
2. **Select** a film title that includes the **OCAP** abbreviation for XML file.
3. **Ingest** the correct OC film content from the library server or external DCP drive to the appropriate auditorium(s).



Quality Assurance

- Verify all OC enabled films are advertised with the AMG amenities on the AMC website and mobile app.
- Verify the OC content is playing properly on each Open Caption film.
- Monitor OC film title attendance each week to determine if adjustments to showtimes are necessary.
- Ensure Box Office Crew and Greeters are aware of OC showtimes so that guests are well informed.



TYPES OF ASSISTIVE MOVIEGOING (AMG) EQUIPMENT

Under the Americans with Disabilities Act in the United States, guests with disabilities are provided the following types of assistive moviegoing equipment at all AMC locations:

- **Fidelio Receivers^v**

- Allows hearing or visually impaired guests to hear a feature's assisted listening or descriptive narration content, depending on how it is assigned.
- Can receive both assisted listening and descriptive narration simultaneously if desired.
- CC/DV content must be programmed, and the auditorium must be CC/DV capable for Fidelio Receivers to function properly.
- Theatres that opened before 4/1/17 must maintain a minimum of 15 Fidelio receivers. Theatres that opened after 4/1/17 must maintain a minimum of 35 Fidelio receivers.
- All Fidelio receivers must have an Assistive Moviegoing QR Label placed on them to direct guests on their use. These labels can be ordered under the "Theatre Operations > Assistive Moviegoing" section of [Standard Materials](#).



Scan to learn more about AMC's assistive moviegoing devices



- **Neckloops^{vi}**

- Neckloops plug into the Fidelio receiver and are worn around the neck of someone who has a hearing aid with a telecoil, acting as an intermediary between the Fidelio receiver and the hearing aid.
- A hearing-impaired guest must have a hearing aid with a telecoil for the Neckloop to function properly.
- Theatres that opened before 4/1/17 must maintain a minimum of 5 Neckloops. Theatres that opened after 4/1/17 must maintain a minimum of 10 Neckloops.
- Some guests may bring their own Neckloop to use during their visit.



- **Doremi CaptiView Closed Captioning Displays^{vii}**

- Doremi CaptiView Displays show Closed Caption content in auditoriums outfitted with a functioning Doremi CaptiView transmitter or AccessLink device.
- A CC or CC/DV film must be programmed, and the auditorium must be capable of playing CC/DV content for the Doremi CaptiView Closed Captioning Display to function properly.
- Due to a 2016 Department of Justice (DOJ) ruling, theatres must maintain a minimum number of Closed Caption devices based on screen count, as outlined below:

Single Screen:	4 Devices	2-7 Screens:	6 Devices
8-15 Screens:	8 Devices	16+ Screens:	12 Devices



- **Troubleshooting^{viii}**

It is imperative that assistive listening equipment is always in good repair. Any failures must be responded to with the same urgency as if an entire house/projector is down. Issues with assistive moviegoing equipment must be escalated to the Technical Operations Center (TOC):

- Via Backstage: <http://toc.homeoffice.amc.corp/dssp/>
- 1-800-280-1447, option 1



EQUIPMENT CHECK-OUT PROCEDURES

For all types of devices being checked out, perform the following steps:

1. **Hand** the device to the guest and demonstrate how the device is operated (especially the volume control).

Note: Any neckloop or standard headset is compatible with Fidelio receivers. Inform guests that they may bring their own headphones or neckloops to use during their visit.

2. **Explain** to the guest that the assistive audio track or closed captioning may not be available for the pre-show or all the trailers (i.e. previews).
3. **Politely** remind the guest that the device must be returned when the film is over.
4. **Explain** to guests that they must return the device to the box office/Guest Services counter if the device is being checked out during the last show of the day.

Note: When guests request assistive moviegoing devices, associates must not require any type of collateral or require proof of impairment.

EQUIPMENT CHECK-IN PROCEDURES

For all types of devices being checked in, perform the following steps:

1. **Thank** the guest for returning the device and confirm that the device worked throughout their movie.
2. **Verify** that all devices operate properly and store them appropriately.
 - Fidelio Receivers – Wipe with an alcohol wipe, place onto the charging station, or check batteries and replace if necessary.
 - Neckloops - Wipe with an alcohol wipe and return to the designated storage area.
 - Doremi CaptiView Displays - Return to storage cart and plug-in to charge.
 - Headsets – Check for proper operation (either in an auditorium or at Guest Services if a transmitter/emitter is in the lobby). Wipe with alcohol and replace batteries as necessary.
3. **Sanitize** the device by spraying Purell Surface Sanitizer onto a blue microfiber cloth and wiping the entire device. To sanitize earpads, remove them from the headset, spray with Facility +, and let air dry. Put back when dry.

EQUIPMENT MAINTENANCE, REPAIRS AND REPLACEMENT

Follow the procedures below to ensure all assistive moviegoing devices are available and in good, working order.

- **Maintain** devices by performing weekly content and equipment checks.
 - Weekly – Turn all receivers on and check battery status and function.
 - When ingesting films– Check for CCAP, hearing impaired, and visually impaired tracks on each new film. Remove AD or CC amenities on Showtime Performance Scheduler if not available.
 - When devices are issued - Check battery status and functionality. To test functionality, accompany the guest to the auditorium or check back when the content is available.
- **Repair** devices with the same urgency as if an entire house/projector was down.
 - Follow troubleshooting procedures immediately.
 - If the device cannot be fixed with troubleshooting, open a ticket via the [DSSP Theatre View](#) link on Backstage or by calling the TOC at 1-800-280-1447, option 1.
- **Replace** devices if repairs cannot be made. Open a ticket via the [DSSP Theatre View](#) link on Backstage. The TOC will order devices or provide information on what can be ordered on [Cinema Solutions](#).

Note: In the event of technical problems with any assisted moviegoing equipment, guests be offered a refund and passes equivalent to what was purchased.



ⁱ [FP-1-05, Performance Schedule Process](#)

ⁱⁱ [FP-1-11, Showtime Performance Scheduler](#)

ⁱⁱⁱ [SS-1-05a, Job Aid - Assistive Moviegoing Digital Content Management](#)

^{iv} [SS-3-36 - Screenwriter - Arts Alliance TMS User Guide](#)

^v [SS-1-05b, Job Aid - Fidelio Audio Receiver - Hearing and Visually Impaired](#)

^{vi} [SS-1-05e, Job Aid - Neckloops](#)

^{vii} [SS-1-05c, Job Aid - Captiview Closed Caption Receiver Display](#)

^{viii} [SS-1-05d, Job Aid - Assistive Moviegoing Troubleshooting - Fidelio and Captiview](#)