



PRESS RELEASE (EMBARGOED UNTIL 27th May 2014 10:50 EET)

100 Movie Theatres, 80000 Seats, One bttn

*Finnkino, the largest movie theatre chain in Finland successfully deploys **the bttn***

Helsinki – May 27, 2014 – The Button Corporation is providing Finnkino movie theatres in-theatre call buttons for audience for improved customer service.

With thousands of people in the multiplexed and fully automated modern movie theatres, it is increasingly important that the patrons have a fast and simple way of alerting theatre staff and receiving assistance, in cases of theatre or audience related exceptions during the shows.

"With its low cost service-based approach, the bttn is an ideal solution for our theatres", says Finnkino's Theatre Manager **Markku Riekkinen**. "Placing bttns in the auditoriums allows us to offer better customer service during the movie presentations. If a need arises, the audience now has a simple method of signaling our staff by pushing a lighted bttn on the wall. The versatility of the bttn concept allows us to implement many more customer service ideas. And should our own messaging infrastructure change, we'll simply change the messaging options in the bt.tn cloud service. "

Juuso Pesola, CTO of The Button Corporation, says: "We are delighted to work with the most advanced movie theatre chain in the Nordic area. Finnkino's service orientedness and strive for customer's total experience has blown us away, and we're proud to be one of the technical partners of Finnkino."

About Finnkino Oy

Part of the Nordic Cinema Group with over 100 movie theatres and over 80000 movie seats, Finnkino is the largest movie theatre chain in Finland. With over 100 screens in 10 cities, Finnkino continuously strives to improve its services and aims to offer its customers enjoyable experiences by offering quality movies, optimal viewing comfort, and a full range of add-on services. For more information, visit www.finnkino.fi.

About The Button Corporation Ltd

The Button Corporation manufactures the btn, the simplest internet user interface in the world. It brings the power of Internet-of-Things to individuals, families, and businesses with elegantly designed solutions. Founded by serial Internet entrepreneur Harri Rautio and his core team, The Button Corporation is privately funded and based in Helsinki, Finland. For more information, visit bt.tn.

For further information, please contact:

Harri Rautio, CEO, The Button Corporation Ltd

Tel. +358 40 865 4072

Email: harri (at) bt.tn

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