# CINEsync Revolutionises Global Cinema Operations with AI-Driven Revenue Intelligence

**Stevenage, Hertfordshire Feb 1, 2026 (Issuewire.com)** - CINEsync, the award-winning provider of advanced cinema management technology, announced a major evolution of its platform, redefining how cinemas around the world price tickets, manage seats, forecast demand, and engage customers using artificial intelligence.

While most cinema systems focus on recording what has already been sold, CINEsync goes further, using live demand signals, customer behaviour, and historical trends to predict and optimise what will sell next. The platform's AI engine dynamically adjusts pricing, promotions, seating recommendations, and inventory in real time, enabling cinemas to maximise revenue while delivering a more personalised customer experience.

Unlike traditional cinema software that treats ticketing, food and beverage, loyalty, and marketing as separate systems, CINEsync unifies them into a single intelligence loop. This allows every part of the operation, pricing, promotions, seat availability, and stock levels to react to the same real-time data.

At the heart of the platform is CINEsync's AI-driven dynamic pricing engine. Instead of fixed price lists or rule-based discounts, the system automatically adapts ticket prices based on demand, time to show, holidays, local conditions, booking velocity, and audience behaviour. The result is smarter yield management that increases revenue without alienating customers.

CINEsync also brings personalisation to the cinema seat itself. Rather than simply displaying a seat map, the platform recommends seats based on each customer's past bookings, viewing habits, and comfort preferences, making it easier for guests to find the seats they actually want and increasing conversion rates for cinemas.

The platform extends this intelligence to loyalty and marketing. Instead of sending mass promotions, CINEsync delivers personalised offers based on what each customer actually watches, buys, and responds to. From blockbuster fans to art-house regulars, every guest receives messaging tailored to their behaviour.

Behind the scenes, CINEsync's predictive AI helps cinemas run leaner and smarter. By forecasting food and beverage demand based on movie type, audience mix, and booking patterns, the system can automatically adjust inventory before shortages or waste occur. This moves cinemas from reactive operations to proactive optimisation.

Even customer support is AI-powered. Unlike basic chatbots that only answer FAQs, CINEsync's AI assistant connects directly to bookings, promotions, and customer profiles, allowing it to help guests change seats, apply offers, or resolve issues in real time.

*"Most cinema platforms tell you what happened CINEsync tells you what should happen next and then helps you make it happen across tickets, seats, food, and promotions. This is not software that cinemas operate. It is intelligence that operates the cinema."* said Ruchira Pathirana, Founder and Chairman of CINEsync.

Today, CINEsync is deployed across multiple international markets, supporting cinema operators of all sizes from boutique theatres to large multiplex chains with a single, cloud-based SaaS platform that scales globally while adapting locally.

By optimising the entire cinema revenue engine, not just ticket sales, CINEsync is helping cinemas worldwide increase profitability, improve customer experience, and compete more effectively in a digital-first entertainment economy.

**About CINEsync.io**

CINEsync.io is a global SaaS platform offering AI-powered, end-to-end cinema management software

tailored to the operational needs of modern theaters. With intelligent tools for box office, food and beverage, marketing, loyalty, and analytics, CINEsync uses real-time data and machine learning to help cinemas streamline operations, boost revenue, and elevate the customer experience. For more information, visit www.cinesync.io.

**Media Contact**

CINEsync

*********@cinesync.io

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