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I. General

Introduction:

Start small, work your way up and end up as the owner of the country's largest chain of movie theatres.

To get there you will not only have to keep improving and expanding your movie theatre, but you will also have to lease new films. You will need to keep a sharp eye on your finances, and it wouldn't hurt to have a feel for the next blockbuster, either!

System requirements:

Minimum 1 GHz CPU, 256 MB RAM, 64 MB 3D graphics card, 250 MB free hard drive space, DirectX 9, Windows Media Player 9

Installation:

The setup program should start automatically once you insert the CD-ROM into your CD-ROM drive. If this is not the case, please select your CD-ROM drive and manually start the setup program using a double-click. The setup program will then lead you step-by-step through the installation process.

General Controls:

The game is controlled using the mouse. The left mouse button allows you to select from the different menus. The right mouse button allows you to leave a menu or to back up one step within a menu. The mouse wheel allows you to zoom in and out in the city view.

II. The Game

Main Menu:

The Main Menu lets you access the main game options. Here you can start a new game or load a previously saved game. Here you can also choose between the Campaign and Tutorial modes. The Options menu lets you change the game's settings.

Campaign:

In the Campaign mode you have to successfully complete ten missions to rise from a small-time cinema operator to the biggest movie mogul in the country. Are you up to it?

New Game:

If you prefer to play an unlimited game you can start a new game directly. You can change the level of difficulty in the Options menu, if you so wish (see Options).

Tutorial:

Newcomers, in particular, should play the Tutorial first. Here the game controls are explained step-by-step. That way you aren't forced to read this entire handbook, but can learn how to play the game while playing, instead.

Load Game:

Here you can load old gamesaves when you have already played and have saved your progress. In order to help you keep an overview the gamesaves are stamped with the date and time.

Credits:

You want to know who's responsible for this game? Then just read the Credits. Those responsible are currently sitting out long sentences in Guantanamo Bay...

Options:

This is where you can enter your player name and adjust the level of difficulty. From the middle level of difficulty on up the occasional random message appears, designed to make your life a little more difficult.

This is also where you can adjust the Music and Sound volumes and turn the shadows on and off. If you want to jump back and forth between locations directly, then enable the "Go to" bar.

Quit Game:

Go ahead, if you really want to. You can quit the game whenever you want. Still, you'll have to face the consequences all on your own...

III. The Game

The Gameplay Screen:



You can reach all of the locations in the game using the gameplay screen and its icon bar. If you want to jump back and forth between locations directly you can enable the “Go to” bar in the Options menu.

The Menu displays the current game speed (slow, medium and fast) on the left. You can adjust the game speed whenever you wish. Pressing the Pause button allows you to pause the game, which you can resume simply by pressing any mouse button.

Your current account balance and the number of visitors for each movie screening are also displayed. The Options menu allows you to save a game or to make other changes (see Options). You can quit the game at any time by pressing the “Esc” key.

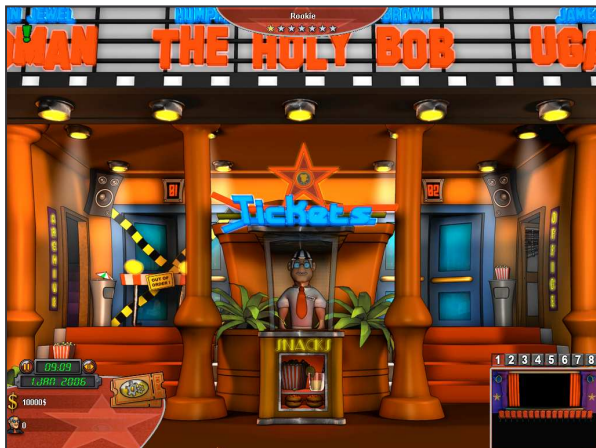


The small security monitor allows you to have a look into your theater. Here you can see the results of your theater expansions (added rows of seats, better sound system etc.), depending on the theater's level of development. If your cinema has more than one theater you can zap through the different theaters.

A green exclamation mark in the upper right corner of the screen alerts you to important new developments or events. Click the exclamation mark with the mouse to view the complete message.



Tip: Just press and hold the F1 key in the different buildings. This will display all of the available options.



The Cinema:

Your little empire. Even if you do only have one theater at the start, you can always improve and expand your cinema as you go along. Here you can set the prices for tickets and snack bar refreshments and assign different films to the appropriate theaters. In your office you can review a variety of statistics and manage your personnel.

The Office:

In your office you can review a variety of statistics, display the current mission goal and manage your personnel.

Top Lists:

The Top Lists show you the current income from films and your total current income. Snack bar income is also shown here.



Profit/Loss:

Whether your firm is running at a profit, or at a loss, this is where you can see it all. Here you can compare results on a daily, weekly, monthly or yearly basis.

Statistics:

Statistics are everything to the successful entrepreneur. Here you can access the number of guests who have come to your cinema and your total profit. You can also see the total income, movie income and income from your snack bar. All other income is listed under Other Income.

Mission Goal:

If you are playing a campaign you can display your mission goal whenever you wish. Your progress within the mission is also shown here.

Personnel Overview:

You will not be able to run your cinema without the right personnel. Here you will find an overview of your personnel and their skills. This is also where you can get let your employees go – if necessary...

Movie Screenings:

Obviously, you won't attract many visitors to your cinema if you don't have films to show. The Movie Screenings menu lets you assign the rented movies (see Film Distributor) and the advertisements (see Advertising Agency) to the individual theaters. As you only have one theater at the start, you can only show one film.



Below the cinema you can see the films rented and the advertising agreements signed. Clicking “Advertising Archive” displays the advertising agreements. “Movie Archive” displays the movies currently rented.

Simply drag a film from the list onto the first theater using “Drag & Drop”. The corresponding film name is now shown for that theater. If you wish to place another film later, just drag it onto the theater as well. The film's title is then shown underneath the current film.

The number of viewers for the current screening is displayed underneath the film's title. Beside it is the corresponding seating capacity of that particular theater. At the start your theater can accommodate a maximum of 100 guests. However, you can later expand seating to a maximum of 500 seats.

Beside the number of guests the time remaining for the current screening can be seen. In addition, you can also see whether your theater is equipped to show 35mm, 70mm or digital movies. A number of movies require the appropriate projector – yet here, too, you can equip your theater with the latest equipment whenever you wish (as long as you can afford it).

To assign advertisements to the individual theaters simply follow the same procedure as for the movies. Use the “Drag & Drop” method to drag the appropriate advertisement onto the corresponding theater. Hold the mouse pointer over the advertisement for a short period of time in order to display the basic data (premium, fine, viewers required etc).

Theater Expansion:

As mentioned earlier, you begin the game with but a single theater. After all, Rome wasn't built in a day, either. Still, a little filthy lucre (also known as money) can accomplish wonders. A little cash lets you improve and expand your cinema however you wish. A new theater or a better sound system is no problem when the cinema's turnover is sufficient.



The Expand Cinema menu lets you upgrade your seats, projector, screen, sound system, laser show and climate control system as well as allowing you to build new

theaters. Simply select the area you wish to upgrade from the left-hand menu (e.g. increase theater seating) and then click the corresponding update on the right.

In the lower section you can switch between the different theaters, which allows you to order the different upgrades to each individual theater or even to order construction of an entirely new theater.

Tickets:

Inasmuch as your cinema only consists of a single small theater at the beginning your ticket prices should reflect that fact. Yet as you expand and upgrade your cinema you can also gradually raise the prices. You can assign different ticket prices for children, adults and senior citizens.

Snack Bar:

What is a trip to the movies without popcorn and a soft drink...?

Your snack bar can provide cinema customers with all the food their hearts could desire. From popcorn to ice cream and soft drinks, here they can buy anything. And, just as with tickets prices, you can adjust the prices whenever you wish. From here you can also keep an eye on your inventory.



The Film Distributor:



The Film Distributor is the first place any cinema owner goes. After all, your customers will want to watch more than just advertisements.

Here you can choose from a wide selection of movies ranging from action films and comedies to thrillers and romantic movies. The Film Distributor offers a variety of movies from ten different genres.

On the right-hand side of the menu you can see the movies currently available. In the upper right section you can also

see the film's genre and format: 35mm, 70mm or digital. In addition, the film quality and duration (or "lifespan") is also displayed here.

Once you've decided on a movie, click the banknote icon. The movie is transferred to the left-hand menu in your archive. Here you can also delete an old movie by clicking the Trashcan icon.

The Advertising Agency:



No money, no fun. That goes for cinema owners, too. And you can't always live just from ticket and snack bar sales alone. You should therefore visit the Advertising Agency on a regular basis.

All of the available advertising agreements are shown on the right-hand side of the menu. Clicking one of the offers displays an overview of the income generated, the number of viewers required, the duration and the fines. In the upper right corner you can see how much long the advertising agreement will be available.

Once you have chosen one or more agreements simply click the Signature icon.

The Supermarket:



Buying goods:

In order to make sure your snack bar is always stocked right up you can buy a wide variety of food and drinks at the supermarket.

Click the supermarket entrance and choose the goods you wish

to buy. Then just set the amount to be purchased and click "refill". And voila, your stockroom is full again.

The Back Room:

You can upgrade your snacks in the supermarket's Back Room. For example, a hamburger spit increases income from hamburger sales while the luxury bar stools keep your guests in the snack bar longer – although, naturally, that all has it's price!



The Marketing Agency:



Marketing is king. Some advertising and a variety of events will let you increase the number of visitors to your cinema enormously. Spread some free tickets around or take out an ad in a newspaper or an advertising banner in the Internet. Everything goes and, as always, it's simply all a question of your hard-earned money...

Just choose one or more marketing activities. The total daily cost of the campaign is then displayed in the lower part of the screen.

The Employment Agency:

Twix used to be called Raider and the employment agency used to be called the unemployment bureau, but times do change.

In the employment agency you can hire new personnel or train your current personnel to improve their efficiency enormously. Just



choose the desired profession and then click “Hire” if you need new personnel or “Train” if your current personnel is to be trained.

The position as snack bar manager, whom you must first hire, is particularly interesting. Depending on his level of training he gradually takes over the automatic restocking of the snack bar for you. In the beginning he only restocks the popcorn and chocolate bars, but once he is fully qualified he looks after all of the ordering and restocking on his own, more or less managing the snack bar independently.

The Finance Office:



Okay, it's true, Finance Office sounds pretty official, but that is just what the owner, Don Michele, wants. Probably because his interest rates are anything but reputable. Still, what can you do when the cinema is running slow? Sometimes all that's left is a trip to the local loan shark. Stop and think about it before deciding whether or not to accept the offered loan. As mentioned earlier, the interest is pretty high. Then again, you can also pay the loan back whenever you want – if you can...

General Tips:

- Don't blow all your money right at the start. Rent an affordable movie instead. A little affordable marketing can't hurt at the start, either.
- Pay attention to the contract duration and the terms and conditions when signing advertising agreements. Nothing is worse than not being able to provide the minimum number of viewers and having to pay a heavy fine.
- Start gradually expanding and upgrading your cinema as soon as you have a little money left over.
- Train your personnel. Better qualified personnel bring improved turnover.
- Always make sure your snack bar is well supplied. It doesn't take your customers long to buy everything up, especially when your theatres are full. Be sure to always have enough stock on hand to be able to restock.
- If you are slowly but surely running out of money you may have no choice but to visit Don Michele. His interest rates might be sky-high, but you will have to get some money somewhere...

Credits:

CINEMA EMPIRE produced by
Comport Interactive & Donkey Games

DEVELOPED FOR
Comport Interactive & Donkey Games

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Stefan Marcinek

DEVELOPED BY
Destrax Entertainment Software

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