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## Kiosk kick-off



■ MovieBank USA co-founders Stephane de Laforcade (L.) and Olivier Delouise on April 14 cut the ribbon to open the video kiosk company's first stand-alone store, located in New York's Soho district. At the gathering, De Laforcade announced that MovieBank is setting an aggressive U.S. rollout for its video vending kiosks. The company formed a partnership with Duane Reade drug stores in New York last October, and the machines are now in some dozen stores across the city. MovieBank plans to put its kiosks in more than 1,000 locations within the next three years, with the next New York location slated to be in the borough of Queens. —Laurence Lerman