

Epicure Digital™

The cure for the menu boredSM



AN EPICURE DIGITAL MENU SYSTEM INSTALLATION

We create visually compelling multimedia menus by uniquely combining food photography, information and motion. To engage a captive and receptive audience: your customers and patrons at the point-of-sale. We call this engaging experience 'the cure for the menu bored'

MARKETS SERVED & PARTIAL LIST OF CLIENTS

HEALTHCARE

Central DuPage Hospital
 Elmhurst Memorial Healthcare
 Firelands Regional Med. Ctr.
 Hendricks Regional Health
 Holy Cross Medical Center
 Phoenix Children's Hospital
 Providence Health Network
 Sanford Health
 St. Joseph Medical Center
 Susquehanna Health
 Tufts Univ. School of Medicine
 UCSF Medical Center
 Univ. of Alabama Med. School
 University Hospitals
 Wash. Univ. St. Louis Sch. of Med.

HIGHER EDUCATION

Auburn University
 Cal State Northridge
 Hofstra University
 Iowa State University
 Joliet Junior College
 New Mexico Tech
 Purdue University
 Southwestern College
 University of Alaska
 University of Connecticut
 University of Idaho
 University of Kansas
 Virginia Commonwealth Univ.
 Yale University

BUSINESS & INDUSTRY

Aramark
 Bon Appetit Management Co.
 Centerplate
 Compass Group
 Los Angeles Zoo
 Museum of Science
 & Industry / Chicago
 San Diego Convention Center
 SC Johnson Global Headquarters
 Sodexo
 Wolfgang Puck Catering

K-12 SCHOOL DISTRICTS

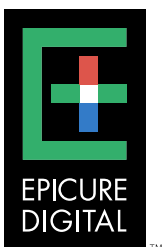
Chambersburg PA
 Inver Grove Heights MN
 Lincoln CA
 Palm Springs CA
 Santa Clara CA

GOVERNMENT/MILITARY

San Francisco VA Med. Ctr.
 U.S. Dept. of Interior Hq. Bldg.
 U.S.M.C. Base Camp Pendleton
 U.S. Naval Academy

RESTAURANTS & CHAINS

Barona Resort & Casino
 Becks Prime Restaurants
 Coffee Bean & Tea Leaf
 Coral Tree Express
 Currito
 Fatburger International
 Harrah's Showboat Casino
 Kanaloa Seafood Market
 Maya Cinemas
 Norm's Restaurants
 Pat's Family Restaurants
 Premier Services Group
 Rascoe The Indian Kitchen



EPICURE DIGITAL SYSTEMS

Epicure Digital is a digital menu board company that creates complete digital signage solutions for the food service industry.

Our core strengths are menu engineering and content creation. Our core product is the Epicure Digital Menu System. It lets operators control their digital signage easily and quickly online.

EPICURE DIGITAL MULTIMEDIA MENU BOARDS



EPICURE DIGITAL PRODUCTS & SERVICES

Epicure Digital Menu Board™

Control your LCD menu boards & signage easily & quickly online

Epicure Digital Greeter Board™

Display your menus & general information at the entry to your dining facility

Epicure Digital OnlineMenu™

Automatically post your digital menus & promotions on your website

Menu Engineering & Graphic Design

We solve clients' complex menu engineering & marketing issues

Nutritional Menu Labeling

Inform customers to make healthier meal choices by displaying data & icons

Fast and Easy-To-Use Interface

Designed for use by non-technical food service operators

Epicure Digital LiveText™

Instantly change and update your menu items, descriptions, prices and icons

Epicure Digital LiveMenu™

Easily rearrange the layout of your digital menu boards

Epicure Digital SlideShow Builder™

Assemble and upload your own slide shows

Epicure Digital LiveFeed™

Stream RSS, weather, news and other live feeds on your digital menu boards

Content Creation

Our design services turns your digital menu boards into a marketing medium

Cisco® Compatible

Epicure Digital Menu System can run on the Cisco Digital Signage Platform™



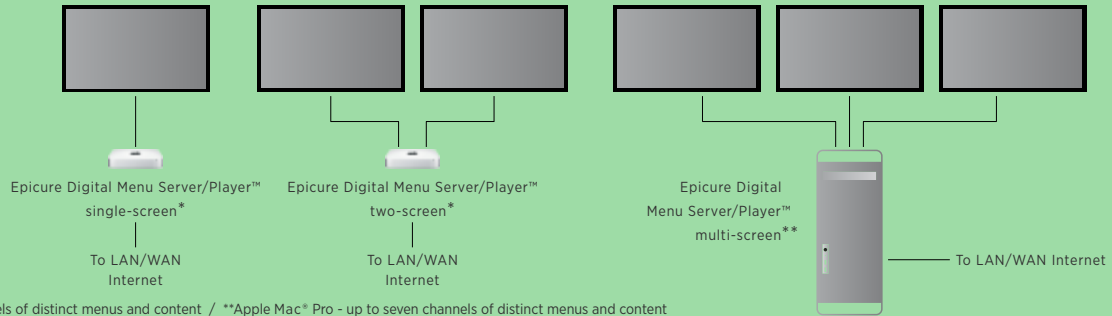
EPICURE DIGITAL MENU SYSTEM™

HARDWARE CONFIGURATIONS

EPICURE DIGITAL MENU SYSTEM Shown here: three typical configurations

THE EPICURE DIGITAL MENU SYSTEM LETS OPERATORS CONTROL THEIR LCD MENU BOARDS AND DIGITAL SIGNAGE EASILY AND QUICKLY ONLINE

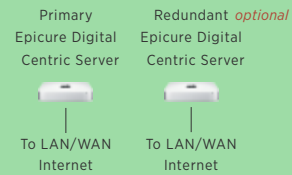
The Epicure Digital Menu System uses wired or wirelessly networked single and multi-screen menu servers and players to maintain, schedule and play multimedia menus and promotional content 24 hours a day, everyday, on LCD panels connected to them by HDMI or VGA cables. The video cables must not exceed fifty feet and must be factory terminated on each end. Beyond fifty feet, or when difficult to run bulky cable, cat 5e cable with an HDMI or VGA-to-Cat 5e extender is installed. Each extender requires standard 110v power at the computer, and, depending on distance, at the LCD.



*Apple Mac® mini - up to two channels of distinct menus and content / **Apple Mac® Pro - up to seven channels of distinct menus and content

ADD CENTRAL CONTROL WITH AN EPICURE DIGITAL CENTRIC SERVER™

The Epicure Digital Menu System with an Epicure Digital Centric Server adds central control for all of your enterprise-wide Epicure Digital menu boards and signage. The Epicure Digital Centric Server, with an optional redundant server, are installed on your LAN, WAN, cloud, or hosted at Epicure Digital Systems™. The Epicure Digital Centric Server maintains and schedules everything. Menu servers and players read their menus from the Epicure Digital Centric Server for playback on their connected LCD screens.



EASY-TO-USE WEB INTERFACE FOR NON-TECHNICAL USERS

Epicure Digital has developed an easy-to-use web interface for non-technical food service operators to change their menus using Epicure Digital LiveText™ and Epicure Digital LiveMenu™ templates on Epicure Digital servers from any computer, Windows® or Mac®, laptop or desktop, that has a web browser and local network or Internet access to the server.

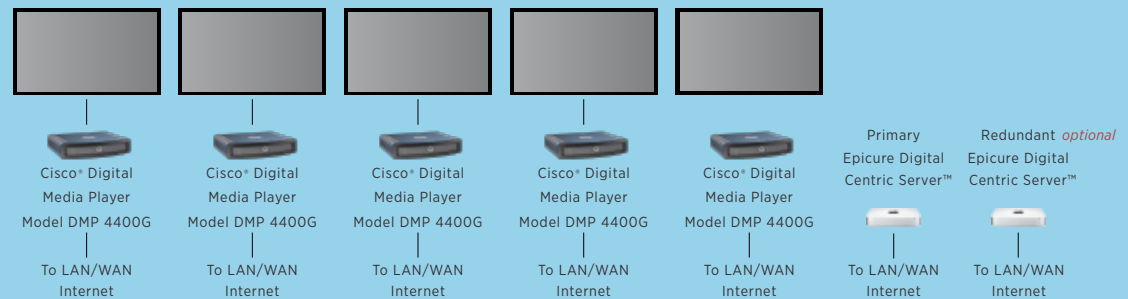
24/7 SUPPORT

Epicure Digital Systems is your point-of-contact for all system related issues. Epicure Digital Systems provides 24/7 telephone and remote online technical support.

THE EPICURE DIGITAL MENU SYSTEM™ ON THE CISCO DIGITAL SIGNAGE PLATFORM™ Shown here: a typical configuration

THE CISCO DIGITAL SIGNAGE PLATFORM COMBINES DATA, VOICE AND VIDEO ON A SINGLE NETWORK

The platform enables organizations to create, manage and access digital media to easily connect customers, employees, partners, students and others anywhere, anytime. It is a flexible and comprehensive solution for publishing dynamic content to both on-premises digital signage displays (Cisco Digital Signage™) and the desktop (Cisco Desktop Video™). Using the network as the platform, the Cisco Digital Media Suite™ controls all the displays on the network, regardless of the applications running on it. For example, allowing display of instant emergency alerts on every screen.



FEATURES AND BENEFITS WITH CISCO DIGITAL SIGNAGE™

Running the Epicure Digital Menu System on the Cisco Digital Signage Platform allows your Epicure Digital menu boards and signage to display its menus and content on any LCD on the Cisco Digital Signage Platform, and vice versa, to display content from the comprehensive offering of collaborative tools, social video, digital signage, and IPTV apps from the Cisco Digital Media Suite (DMS) and Cisco® EcoSystem Partners on the LCDs used by the Epicure Digital Menu System™. Cisco® DMS products include Cisco TelePresence®, Cisco Show and Share®, Cisco MXE® and Cisco WebEx®.

- A Unified Signage Platform
- Knowledge Sharing
- EcoSystem Apps
- Training Sessions
- Mobile Apps
- Distance Learning
- Social Media
- Collaboration
- Corporate Communications
- Central IT Management
- Enterprise TV
- Emergency Alerts

EPICURE DIGITAL IS A CISCO ECOSYSTEM PARTNER



EPICURE DIGITAL MENU SYSTEM™

THE CURE FOR THE MENU BOREDSM

WHAT WE DO

HOW WE DO IT

WE CREATE VISUALLY COMPELLING MULTIMEDIA EXPERIENCES

By creatively combining information, motion and food photography, we create experiences we call 'the cure for the menu bored'.

EPICURE DIGITAL SYSTEMS IS A DIGITAL MENU BOARD COMPANY

We create complete digital signage solutions customized for each client. Our expertise is in software technology, food service operations and food service marketing.

WITH OUR MENU ENGINEERING AND POINT-OF-SALE EXPERTISE

We engage your customers with multimedia menus, promotions, nutritional menu labeling, daily specials, and limited time offers.

WE UNDERSTAND FOOD SERVICE MARKETING

Using a marketing approach, we evaluate menu strategy, design and content decisions to solve your complex menu engineering and point-of-sale issues.

ON THE EPICURE DIGITAL MENU SYSTEM™

We make full use of what the system can do for you. Digital menu boards and signage become a powerful and effective digital marketing medium.

WE UNDERSTAND SOFTWARE TECHNOLOGY

Our system gives you all the tools you need to control your menu boards and signage, easily and quickly, using its intuitive interface.

AT DINING FACILITIES, LARGE AND SMALL, ONE LOCATION OR LIMITLESS LOCATIONS

Our clients are major food service contractors, health care and educational institutions, military and government, independent and chain restaurants, business & industry, cinemas and casinos.

WE UNDERSTAND FOOD SERVICE OPERATIONS

Our system lets you change menu items, menu descriptions and prices; schedule menus and promotions by day part and menu cycle; display your own promotions, nutritional information and announcements.

LET'S TALK ABOUT WHAT YOU WOULD LIKE TO DO

CONTACT US FOR AN ONLINE DEMO



EPICURE DIGITAL MENU SYSTEM™

BASIC SERVICES



<p>MENU BOARD ENGINEERING DESIGN & PRODUCTION with Epicure Digital LiveText™ web templates</p>	<p>Epicure Digital, using a marketing approach, evaluates menu strategy, design and content to solve clients' complex menu engineering and point-of-sale issues. Menu boards are programed with Epicure Digital LiveText™ so operators can change menu items, prices and descriptions easily and quickly using our web-based, intuitive interface. Menu boards feature a motion graphic effect, if space allows, typically animated food photography used as a category header. <i>Menu board engineering, design and production is a one-time charge.</i></p>
<p>MULTI FUNCTION BOARD ENGINEERING DESIGN & PRODUCTION with Epicure Digital LiveText web templates</p>	<p>Display your menus and general information at the entry to a dining faciity Multiple functions can include</p> <ul style="list-style-type: none"> • one or two slide shows featuring photography, animation and other graphics programed by day part and menu cycle • one or two formatted text block announcement areas • current time, day and date, hours of operation, current and forecasted weather • RSS/XML feeds such as headline and sports news, emergency alerts, stock prices, and traffic reports, with text and graphics <p><i>This service is a one-time charge.</i></p>
<p>NUTRITIONAL MENU LABELING Cost based on scope of project</p>	<p>Inform customers to make healthier meal choices by displaying nutritional data and icons next to menu items on your digital menu boards We develop nutritional menu labeling strategies that meet the criteria required by clients. Manually enter data or import data from a third party system such as Computrition®. We pioneered nutritional menu labeling in 2004 for the U.S. Navy.</p>
<p>DESIGN SERVICES Cost based on scope of project</p>	<p>Promote your menu items with multimedia menu boards and promotions at the point-of-sale Making full use of the company's design services and digital production studio, digital menu boards and signage become a digital marketing medium. Enhancing the customer experience through multimedia promotions of daily specials and limited time offers.</p>
<p>SYSTEM ARCHITECTURE with Project Management and Remote Installation</p>	<p>Working with the clients' architectural, design, networking and contractor teams, Epicure Digital designs and coordinates a customized hardware and software solution for each installation. The company reviews plans, manages the progress of team members, meets on the phone, and remotely installs and configures the system. <i>This service is a one-time charge per location.</i></p>
<p>ONGOING SUPPORT & LICENSE & TRAINING</p>	<p>This service includes 24/7 telephone and remote online support for all issues related to the system, automatic back-up of your information to our servers, next business day replacement of defective servers, and a license to use the software and content at each location. The company trains the clients' personnel to make menu changes, troubleshoot minor issues, contact and report problems, and restart a crashed server.</p>



EPICURE DIGITAL MENU SYSTEM™

SOFTWARE & HARDWARE PRODUCTS



PRODUCTS

EPICURE DIGITAL LIVEMENU™

Rearrange the layout of your digital menu boards

You insert, delete, and move menu categories, menu items and descriptions within your Epicure Digital LiveText™ templates. Epicure Digital LiveMenu™ upgrades an Epicure Digital LiveText™ menu template.

EPICURE DIGITAL ONLINE MENU™

Post your digital menus and promotions on your website

Visitors to your website view your greeter board, menu boards and signage online as they appear on screen at your facility. As your menus change by day part and menu cycle, or whenever you change them manually, the changes appear simultaneously online and at your facility, in real time.

EPICURE DIGITAL LIVEFEED™

No charge
for free feeds

Stream RSS and other live feeds on your digital menu boards

National and local news, sports headlines and scores, current and forecasted weather, emergency events, campus alerts, ski reports, stocks and other live feeds. Some feeds, such as weather, require a subscription fee.

EPICURE DIGITAL SLIDESHOW BUILDER™

Assemble and upload your own slide shows

This software allows you to import and arrange your own QuickTime® compatible images and movies in slide shows that can be scheduled to play by date, day of week, and time of day. One user license is included.

only required if you want to control your graphics

HARDWARE PLATFORMS AND LCDs

HARDWARE PLATFORMS

Epicure Digital Classic Platform™

Features optimal playback of animations, special effects, transitions and movies, using the Epicure Digital Classic Server™ (single and multi-screen) and controllers with integrated software players.

Epicure Digital Centric Platform™

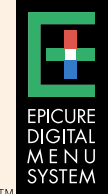
Features limitless scalability, using the Epicure Digital Centric Server™. Add any number of LCDs and Cisco® Digital Media Players or Epicure Digital Players.

LCD FLAT PANEL SCREENS

Epicure Digital specifies commercial-grade displays made by NEC®. The screens' electronics are sealed and protected from grease, food particulates and steam. Three-year warranty covers usage in a food service environment. Clients may purchase screens elsewhere but we request the right to match any offer.

EPICURE DIGITAL MENU SYSTEM™

PROMOTION DESIGN



EPICURE DIGITAL CREATES FOUR LEVELS OF MULTIMEDIA PRESENTATIONS FROM A NON-ANIMATED SLIDE SHOW TO A STATE-OF-THE-ART PRESENTATION

DO-IT-YOURSELF PROMOTION

Epicure Digital SlideShow Builder™

Initial Slide Show Presentation

Using Epicure Digital SlideShow Builder™, operators assemble and upload their images, movies and promotions easily and quickly in real time online. As a free service, Epicure Digital produces the initial non-animated slide show in collaboration with the client, using content provided by the client. Through this initial collaboration, the client learns how to produce their future slide shows.

BASIC PROMOTION

Three-minute Duration

An animated slide show, of three-minute duration, produced either with the client's existing photography, stock or commissioned photography. Includes a non-animated overlay of descriptive text for each slide. Animation includes pan-and-scan motion graphic effect of still food photography.

ADVANCED PROMOTION

Three-minute Duration

An animated slide show, of three-minute duration, produced either with content provided by the client or with stock or commissioned photography. The advanced slide show is designed with animate titles and transitions. Animation includes pan-and-scan motion graphic effect of still food photography, and animated graphic elements.

PREMIUM PROMOTION

Per 20 to 30 Second Duration

State-of-the-art promotions, usually 20 to 30 seconds each, for a three-minute presentation, with art direction and copywriting, created and produced by solely by Epicure Digital or in collaboration with a client's creative partners. Includes full multimedia: motion graphics with animation of photography, text, and illustration.