

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 at the point-of-sale.

We call this dining experience 'the cure for the menu bored'

MARKETS SERVED & PARTIAL LIST OF CLIENTS

BUSINESS & INDUSTRY

Aramark
Centerplate
Compass Group
Hollywood Bowl
Los Angeles Zoo
Museum of Science & Industry
The Patina Group
Premier Services Group
San Diego Convention Center
S.C. Johnson Global Hqtrs.
Sodexo
Wolfgang Puck Catering

GOVERNMENT/MILITARY

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

K-12 SCHOOLS

Chambersburg PA
Charlotte County FL
Fremont HS District CA
Inver Grove Heights MN
Levittown New York
Lincoln CA
Phillips Exeter Academy
Pleasanton CA
San Marcos CA
Santa Clara CA
South. St. Paul MN
Waukee IA
W. Springfield MA

HIGHER EDUCATION

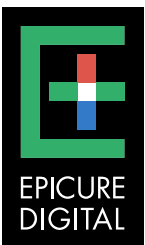
Auburn University
Cal. State Northridge
Hofstra University
Iowa State University
Joliet Junior College
North Carolina State University
Southwestern College
SUNY Brockport College
Tufts Univ. School of Medicine
Univ. of Alabama Med School
University of Idaho
University of Kansas
Univ. of Southern California
Univ. of Wisconsin Milwaukee
Virginia Commonwealth Univ.
Wash Univ. St. Louis Sch. of Med.
Yale University

HEALTHCARE

Central DuPage Hospital
CHI Good Samaritan Hospital
Elmhurst Memorial Healthcare
Firelands Regional Medical Center
Flagstaff Medical Center
Hendricks Regional Health
Holy Cross Medical Center
Huntsville Hospital System
NYU Medical Center
Phoenix Children's Hospital
Portage Health
Providence Health Network
Sanford Health
Self Regional Healthcare
St. Francis Health System
St. Joseph Medical Center
Susquehanna Health
U.C.S.F. Medical Center
University Hospitals OH

RESTAURANTS & CHAINS

Barona Resort & Casino
Becks Prime Restaurants
Coffee Bean & Tea Leaf NV
Coral Tree Express
Currito
Jamba Juice NV
Kanaloa Seafood Market
Maya Cinemas
Norm's Restaurants
Pat's Family Restaurants



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 design, nutritional menu labeling, 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 Boards

Control your LCD menu boards and signage easily & quickly online

Epicure Digital Greeter Boards

Display your menus and general information at the entry to a dining facility

Epicure Digital OnlineMenu™

Automatically post your digital menus and promotions on your website

Menu Engineering & Design

We solve clients' complex menu engineering and point-of-sale issues

Nutritional Menu Labeling

We develop creative nutritional menu labeling solutions for each client

Epicure Digital NutriLive™

Easily control nutritional menu labeling on your digital menu boards

Quick & Easy-To-Use Interface

Designed for non-technical food service personnel

Epicure Digital LiveText™

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

Epicure Digital LiveMenu™

Easily rearrange the layout of your digital menus

Epicure Digital SlideShow Builder™

Assemble and upload your own slide shows

Epicure Digital LiveFeed™

Stream RSS and other live feeds onto your digital menu boards

Content Creation

Our design services turn 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™

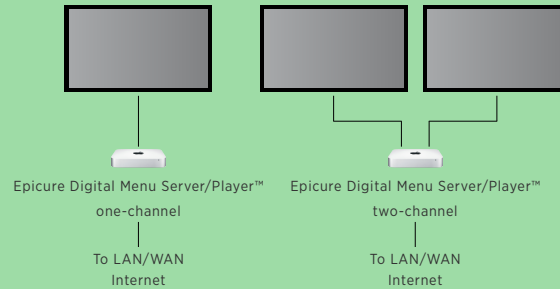
HARDWARE CONFIGURATIONS

EPICURE DIGITAL CLASSIC SYSTEM WITH EPICURE DIGITAL SERVER/PLAYERS

ALL EPICURE DIGITAL MENU SYSTEMS LET OPERATORS CONTROL THEIR LCD MENU BOARDS AND DIGITAL SIGNAGE EASILY AND QUICKLY ONLINE

Shown here are one and two-channel server/player systems that can be combined to control as many screens as required.

This Epicure Digital Menu System uses wired or wirelessly networked one and two-channel Epicure Digital Classic Server and Players (an Apple Mac mini computer) to control, maintain, schedule and play multimedia menus and promotional content on LCD panels connected via HDMI. The cables must not exceed fifty feet and must be factory terminated on each end. Beyond fifty feet, or when difficult to run bulky HDMI cable, cat 6a cable with an HDMI to Cat 6a extender may be used. Each extender requires standard 110v power at the computer and LCD. When displaying the same menu on multiple LCDs, HDMI splitters may be used.



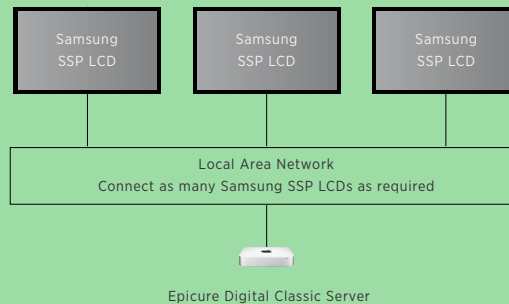
EPICURE DIGITAL CLASSIC SYSTEM WITH SAMSUNG SMART SIGNAGE PLATFORM LCD/PLAYERS

CLASSIC SERVER

Shown here is one classic server controlling any number of Samsung SSSP LCDs with built-in players.

This Epicure Digital Menu System uses an Epicure Digital Classic Server (an Apple Mac mini computer) installed on your local area network ("LAN") to control, maintain, schedule and play multimedia menus and content on Samsung Smart Signage Platform ("SSSP") LED LCDs that are also connected to your LAN. You will control the System via a web browser on any other computer, Windows® or Mac®, that has local or Internet access to the Server. The System is easily expandable with additional Samsung SSSP LCDs.

Samsung SSSP LED LCDs include built-in networking connections and the Samsung Smart Signage Platform software and hardware for making each LCD its own media player. Each SSSP LCD is powered by a 1GHz quad-core system-on-chip with 1.5GB DDR3, 4GB FDM, USB 2.0 and Linux OS. It is an integrated, open platform providing a powerful streamlined solution for receiving and displaying its content, reducing the need for a separate media player and reducing the total cost of ownership in digital signage deployments through savings in hardware installation and operating costs.

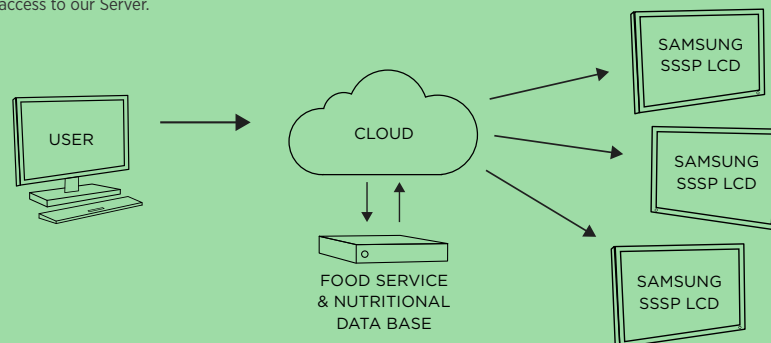


EPICURE DIGITAL CENTRA SYSTEM FOR INTEGRATION WITH FOOD SERVICES SYSTEMS

CENTRA CLOUD SERVER

Shown here are Samsung SSSP LCDs connecting over the Internet to our Epicure Digital Centra Cloud Server

This Epicure Digital Menu System uses our Epicure Digital Cloud Server to integrate with your third party food service menu planning and nutritional data base system (Comptrition Hospitality Suite® or Aurora Systems FoodPro®) to control, maintain and schedule multimedia menus and content on LCDs. You will control the System via a web browser on any other computer, Windows® or Mac®, that has local or Internet access to our Server.



Although this configuration features Samsung SSSP LCDs with a built-in media player, LCDs may also be controlled by Apple Mac mini computers, or any computer with a browser capable of presenting content in Presentation Mode (no browser or window bars).



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 programmed 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 facility Multiple functions can include</p> <ul style="list-style-type: none"> • one or two slide shows featuring photography, animation and other graphics programmed 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™

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.

HARDWARE SERVERS, PLAYERS AND LCDs

HARDWARE PLATFORMS

Servers & Players

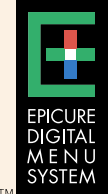
- One and two-channel Epicure Digital Classic Server/Players
- One and two-channel Epicure Digital Classic Players
- Epicure Digital Centric Servers
- Epicure Digital Centra Cloud Service for integration with third party food service menu planning and nutritional data base systems
- Configure your LAMP (Linux, Apache, MySQL, PHP) server with our Centra Server Software for integration with third party food service menu planning and nutritional data base systems
- Samsung Smart Signage Platform (SSSP) LCDs receive and display content without separate player

LCD FLAT PANEL SCREENS

Epicure Digital specifies commercial-grade displays made by Samsung and NEC Display. 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.