

# Epicure Digital™

## The cure for the menu bored<sup>SM</sup>



### AN EPICURE DIGITAL MENU SYSTEM INSTALLATION

We create visually compelling multi-media 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'

### BACK OF HOUSE MEETS FRONT OF HOUSE

*With the use of the Epicure Digital Menu System integrated with our back-of-house foodservice and nutrition management software, the savings have been approximately 40 administrative hours and \$75 per week in paper and toner supplies.*

*Arlene Belock, Administrative & Catering Coordinator, Dartmouth Dining Services*

### MARKETS SERVED & PARTIAL LIST OF CLIENTS

#### BUSINESS & INDUSTRY

Aramark  
Centerplate  
Compass Group  
The Patina Group  
Premier Services Group  
Sodexo

#### RESTAURANTS & CHAINS

Becks Prime Restaurants  
Coffee Bean & Tea Leaf  
Jamba Juice  
Norm's Restaurants

#### HIGHER EDUCATION

Auburn University  
Cal. State Northridge  
Dartmouth College  
Iowa State University  
Joliet Junior College  
North Carolina State University  
Southwestern College  
Tufts Univ. School of Medicine  
Univ. of Puget Sound  
Univ. of Southern California  
Univ. of Wisconsin Milwaukee  
Virginia Commonwealth Univ.  
Yale University

#### K-12 SCHOOLS

Atlantic City HS  
Chambersburg PA  
Charlotte County FL  
Fremont HS District CA  
Las Virgenes CA  
Mt. Edgecumbe AK  
Phillips Exeter Academy  
Pleasanton CA  
Waukee IA  
W. Springfield MA

#### GOVERNMENT/MILITARY

V.A. Med. Ctr. San Francisco

#### HEALTHCARE

Abington Memorial Hospital  
Adventist Health  
Aurora Healthcare  
Barton Memorial Hospital  
CHI Good Samaritan Hospital  
Elmhurst Memorial Healthcare  
Firelands Regional Medical Ctr  
Flagstaff Medical Center  
Hendricks Regional Health  
Huntsville Hospital System  
NYU Medical Center  
Phoenix Children's Hospital  
Portage Health  
Providence Health & Services  
Sanford Health  
San Joaquin Community Hospital  
Self Regional Healthcare  
Shawnee Mission Medical  
St. Francis Health System  
St. Joseph Medical Center  
St. Jude Medical Center  
St. Luke's  
Susquehanna Health  
UCLA Health  
U.C.S.F. Medical Center  
UH Case Medical Center  
University Hospitals OH  
Yavapai Regional Medical Center



### 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 on websites, in cafeterias and other locations easily and quickly online.

### EPICURE DIGITAL MULTIMEDIA MENU BOARDS

	servings	cal	sod	carb	prot	fat
<b>Soup</b>	6 oz	266	427	14	14	16
N.E. Clam Chowder						
Clams, potato, cream, butter, celery, onion, wine, clam base, tabasco, spices						
Tomato Soup with Garden Vegetables	6 oz	45	670	9.8	2.3	.4
Tomatoes, tomato paste, carrots, potatoes, green beans, zucchini, celery, cabbage, sugar, spices						
<b>Sandwiches</b>						
Kickin' Chicken Sandwich	1 sand	590	1116	58	45	19
Grilled Cheese Sandwich	1 ea	427	1053	53	13	17
American cheese, white bread						
<b>Grill</b>						
Beef Hot Dog	1 ea	330	830	27	11	19
Nathan's all beef hot dog						
Burger Mayzan	1 ea	122	312	16	13	
Cheeseburger	1 ea	429	508	26	30	21
French Fries	1 ea	92	55	10	1.1	4.9
Hamburger	1 ea	382	329	25	28	17

Welcome back students from Spring Break.  
Don't judge each day by the harvest you reap but by the seeds that you plant.

Beef Pork Eggs Vegan Vegetarian Soy Dairy Fish or Shellfish Peanuts or Tree Nuts Gluten Free

### 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

#### Integrated with Food Service Management Systems

CompuTrition®, CBORD® and FoodPro®. Others Coming soon



## EPICURE DIGITAL MENU SYSTEM™

### THE CURE FOR THE MENU BORED™

#### 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><b>MENU BOARD ENGINEERING DESIGN &amp; PRODUCTION</b> with Epicure Digital LiveText™ &amp; LiveMenu™ 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 for our Classic system are programmed with Epicure Digital LiveText™ and LiveMenu™ technologies so operators can change menu items, prices and descriptions easily and quickly using our web-based, intuitive interface. Menu boards integrated with CBORD®, Computrition® or FoodPro® pull their menu &amp; nutritional data directly from those systems. Menu boards feature animated food photography as category headers.</p> <p><i>Menu board engineering, design and production is a one-time charge.</i></p>
<p><b>GREETER BOARD ENGINEERING DESIGN &amp; PRODUCTION</b> with Epicure Digital LiveText web templates</p>	<p><b>Display your menus and general information at the entry to a dining facility</b></p> <p>Multiple functions can include</p> <ul style="list-style-type: none"> <li>• slide shows featuring photography, animation and other graphics programmed by day part and menu cycle</li> <li>• formatted text block announcement areas</li> <li>• current time, day and date, hours of operation, current and forecasted weather</li> <li>• RSS/XML feeds such as headline and sports news, emergency alerts, stock prices, and traffic reports, with text and graphics</li> </ul> <p><i>This service is a one-time charge.</i></p>
<p><b>NUTRILIVE™ NUTRITIONAL MENU LABELING</b> Cost based on scope of project</p>	<p><b>Inform customers to make healthier meal choices by displaying nutritional data and icons next to menu items on your digital menu boards</b></p> <p>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, CBORD or FoodPro. We pioneered nutritional menu labeling in 2004 for the U.S. Navy.</p>
<p><b>PROMOTIONAL CONTENT</b> Cost based on scope of project</p>	<p><b>Promote your menu items with multimedia promotions at the point-of-sale</b></p> <p>Making full use of the company's design services and digital production studio, digital menu boards and signage become a digital marketing medium.</p> <p>Enhancing the customer experience through multimedia promotions of daily specials and limited time offers.</p>
<p><b>SYSTEM ARCHITECTURE</b> with Project Coordination 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><b>ONGOING SUPPORT &amp; LICENSE &amp; TRAINING</b></p>	<p>We will be the system's single point of contact for all issues related to the system. We will provide 24/7 support in the form of a live support desk reachable by phone Monday thru Friday, 8am-6pm PST followed by emergency call-back support within three hours during our off hours, automatic back-up of your manually entered information, next business day replacement of defective servers, a license to use the software and content at each location, and training to make changes, troubleshoot minor issues, contact and report problems, and restart a crashed server.</p>



**EPICURE DIGITAL MENU SYSTEM™**  
**CENTRA CLOUD SERVER**  
**NETWORK CONFIGURATION PLAN**

**EPICURE DIGITAL CENTRA SYSTEM**

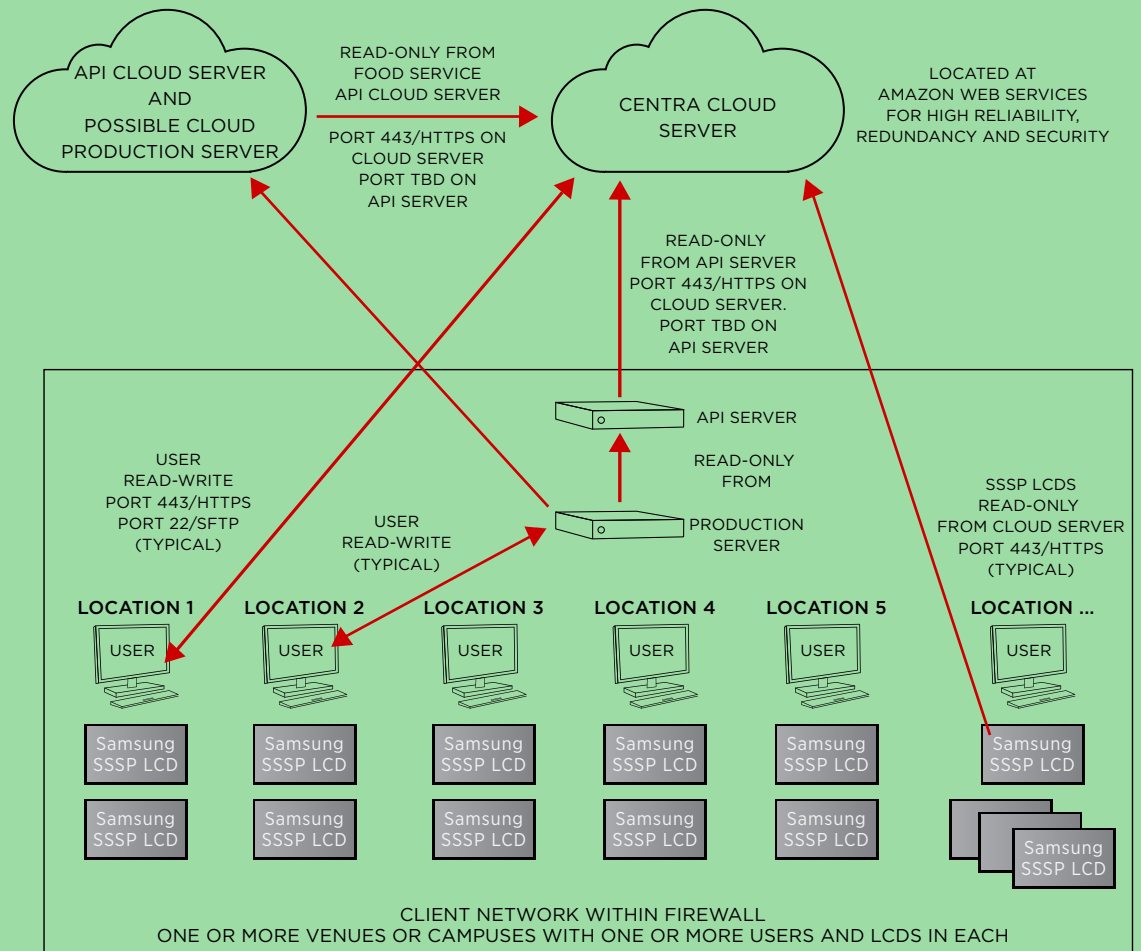
**CENTRA CLOUD SERVER**

Shown here are Samsung SSSP LCDs connecting over the Internet to our Epicure Digital Centra Cloud Server that connects to your third-party food service menu planning & nutrition data base system

This Epicure Digital Menu System ("System") uses our Epicure Digital Cloud Server ("Server") to integrate with the Computrition Hospitality Suite, Aurora FoodPro, CBORD Foodservice Suite and CBORD NetMenu systems (collectively "Food Service System") to control, maintain and schedule 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 our Server.

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. It provides 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.

Our Centra Server will query the Computrition XChange Gateway Server, FoodPro MySQL Server, or CBORD Menu Display Interface server (Collectively "API Server") within your firewalls (or a cloud if set up that way) at each meal period for the current menu data. The API Server will then query its Production Server for the data. Each SSSP LCD will then connect to our Server via the LCD's Ethernet or WiFi connection to receive and display HTML5 pages with the menu data from the Food Service System and all other content uploaded to our Server by you using its web-based content management system. The System is easily expandable with additional Samsung Smart Signage Platform LCDs.





**EPICURE DIGITAL MENU SYSTEM™**  
**CLASSIC SERVER**  
**NETWORK CONFIGURATION PLAN**

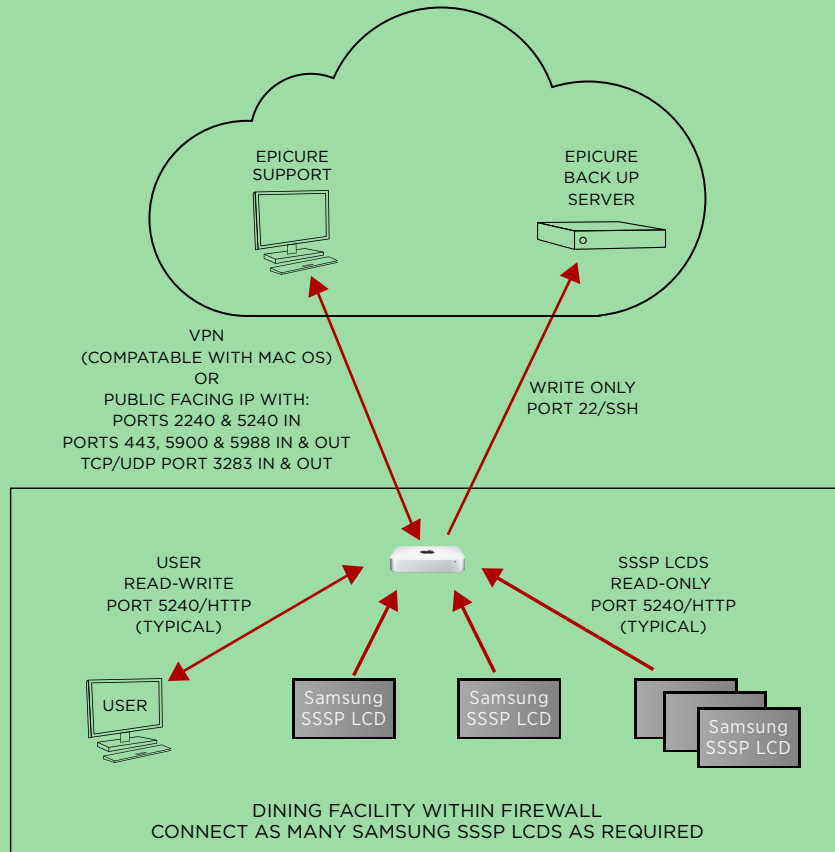
**EPICURE DIGITAL CLASSIC SYSTEM WITH SAMSUNG SMART SIGNAGE PLATFORM LCD/PLAYERS**

**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") 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 network access to the Server. The System is easily expandable with additional Samsung SSSP LCDs.

Samsung SSSP 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. It provides 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.



**NETWORK REQUIREMENTS**

Epicure Digital provides telephone and online support that requires remote access to the Server via a public-facing IP or VPN, with the following settings:

1. Public IP address for the server, or if on a private local network, a public facing IP and a local IP address to be assigned to the device, like 192.168.1.240, although any will be acceptable.
2. Either the public or local subnet mask and router/gateway, whichever are applicable, and two DNS.
3. Routers programmed to forward TCP ports 2240 and 5240 to the local IP address.
4. TCP ports 2240 and 5240 open inbound in your firewalls.
5. TCP port 22 open outbound to ssh.epicuredigital.com.
6. Allow access to the Dropbox™ service and www.dropbox.com.
7. TCP port 443 inbound and outbound for TeamViewer and/or Logmein
8. TCP port 5900, TCP port 5988, and TCP/UDP ports 3283 inbound and outbound for Apple Remote Desktop.
9. Local area network drops with RJ45 outlets within six feet of the server, and hidden behind each Samsung LCD.
10. If on a VPN, a VPN client or web based solution compatible with the Mac OS 10.7.x thru 10.11.x.

We need to stress the importance of this, especially if you wish to block services like LogMeIn, Teamviewer or Dropbox.