

Epicure Digital NutriSchool™

The cure for the menu boredSM



THE EPICURE DIGITAL NUTRISCHOOL SYSTEM

NutriSchool menus are designed to inform, engage and encourage student participation in breakfast and lunch programs.

Display daily menus, nutritional data and labels, and allergen alerts. Along with multimedia educational and school messages.

On classroom smart boards, district and school websites, and menu boards in the cafeteria.

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

GOVERNMENT/MILITARY

V.A. Med. Ctr. San Francisco
U.S. Dept. of Interior
U.S. Dept. of State
U.S. Naval Academy

K-12 SCHOOLS

Chambersburg PA
Charlotte County FL
Fremont HS District CA
Levittown New York
Lincoln CA
Mt. Edgecumbe AK
Phillips Exeter Academy
Pleasanton CA
San Diego CA
San Marcos CA
Santa Clara CA
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
Univ. of Puget Sound
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 Ctr
Flagstaff Medical Center
Hendricks Regional Health
Huntsville Hospital System
NYU Medical Center
Phoenix Children's Hospital
Portage Health
Providence Health Network
Providence Holy Cross Med Ctr
Providence St. Joseph Med Ctr
Sanford Health
San Joaquin Community Hospital
Self Regional Healthcare
St. Francis Health System
St. Joseph Medical Center
St. Jude 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
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 on websites, in cafeterias and other locations easily and quickly online.

EPICURE DIGITAL 'MYPLATE' MENU BOARDS



EPICURE DIGITAL NUTRISCHOOL PRODUCTS & SERVICES

Epicure Digital Menu Boards

Display your NutriSchool menus on LCDs in the cafeteria and at other campus locations

Epicure Digital NutriSmart Menus

Display daily NutriSchool menus on district and individual school websites to help parents at home guide their kids to make healthier menu choices

Epicure Digital Nutritional Menu Labeling

We develop creative nutritional menu labeling solutions for each client

Epicure Digital NutriLive

Easily control nutritional menu labeling on your digital menus

Epicure Digital NutriClass

Display daily NutriSchool menus on classroom smart boards as a tool teachers can use to help students make healthier menu choices

Epicure Digital Multi Function Boards

Display your menus with school information and multimedia messages

Epicure Digital Menu Engineering & Design

We solve clients' complex menu engineering and student participation issues

Epicure Digital Quick & Easy-To-Use Interface

Designed for non-technical food service personnel

Epicure Digital LiveText

Instantly change and update your menu items, descriptions and prices

Epicure Digital LiveMenu

Easily rearrange the layout of your digital menus

Epicure Digital SlideShow Builder

Assemble and upload your own slide shows

Epicure Digital Integration

Import data from third-party nutritional data bases

Epicure Digital Meets the New Legislation Guidelines

The Healthy, Hunger-Free Act of 2010, sections 204 and 209, requires schools to make information more readily available to students, parents and the public about the nutritional quality of meals



EPICURE DIGITAL MENU SYSTEM™

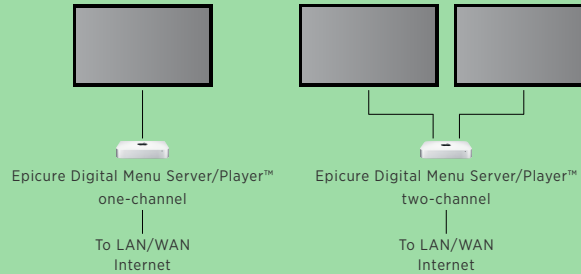
HARDWARE CONFIGURATIONS

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.



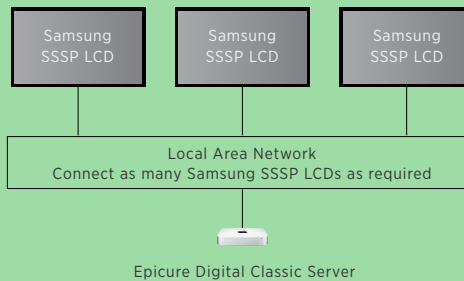
EPICURE DIGITAL CLASSIC SYSTEM WITH SAMSUNG SMART SIGNAGE PLATFORM LCD/PLAYERS

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. 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.



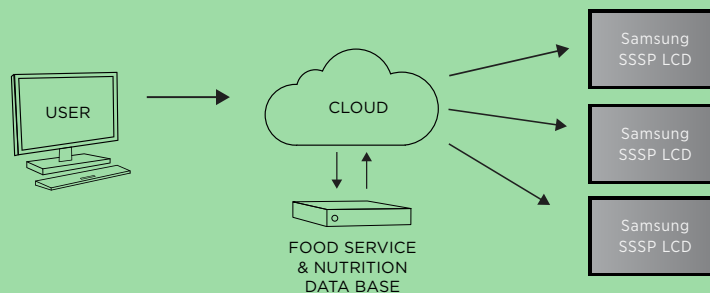
EPICURE DIGITAL CENTRA CLOUD BASED SYSTEM FOR INTEGRATION WITH FOOD SERVICES SYSTEMS

CENTRA CLOUD SERVER

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

This Epicure Digital Menu System uses our Epicure Digital Centra Cloud Server to integrate with your third party food service menu planning and nutritional data base system (CompuTrition Hospitality Suite®, Aurora Systems FoodPro®, CBORD FoodService Suite® and CBORD NetMenu®, others coming soon) 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 Centra 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.



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 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>MENU BOARD ENGINEERING DESIGN & PRODUCTION with Epicure Digital LiveText™ & 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 & nutritional data directly from those systems. Menu boards feature animated food photography as category headers. <i>Menu board engineering, design and production is a one-time charge.</i></p>
<p>GREETER 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"> • slide shows featuring photography, animation and other graphics programmed by day part and menu cycle • 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>NUTRILIVE™ 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, CBORD or FoodPro. We pioneered nutritional menu labeling in 2004 for the U.S. Navy.</p>
<p>PROMOTIONAL CONTENT Cost based on scope of project</p>	<p>Promote your menu items with multimedia 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 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>ONGOING SUPPORT & LICENSE & TRAINING</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™

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.

only required if you want to control your graphics

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 Server
- Epicure Digital Centra Cloud Server for integration with third party food service menu planning and nutritional data base systems (CBORD®, Computrition®, FoodPro®)
- Samsung Smart Signage Platform LED LCDs include built-in networking connections and the software and hardware for making each LCD its own media player, reducing the need for a separate Epicure Digital Player.

LCD FLAT PANEL SCREENS

Epicure Digital specifies Samsung commercial-grade LED LCD monitors with their electronics sealed and protected from grease, food particulates and steam. Their three-year warranties cover usage in a food service environment. Clients may purchase these monitors elsewhere, but we request the right to match any offer.