Epicure Digital™
The cure
for the menu bored ℠

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.

Arliene 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.
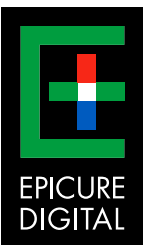Yale University

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

OUR FOUR RESTAURANT MENU BOARD SOLUTIONS

- **EPICURE DIGITAL MENU ENGINEERING & CONTENT** a customized menu board solution for each client with editable LiveText™ & animated food photography

- **UPLOAD YOUR OWN MENU & PROMO BOARDS** easily & quickly from your computer

- **LET US DIGITIZE YOUR MENU BOARDS** we turn your menu & promo boards into editable LiveText™ menus & animated food photography

- **OR USE OUR PRE-DESIGNED MENU BOARDS** with Epicure Digital Ready™ Boards

EPICURE DIGITAL MULTIMEDIA MENU BOARDS

OUR MENU BOARD PRODUCTS & SERVICES

Epicure Digital Menu Boards
Control your LCD menu boards and signage easily and quickly online

Epicure Digital Promo Boards
Display your animated promotions and limited time offers

Epicure Digital Greeter Boards
Display your menus and animated promotions 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

EPICURE DIGITAL MENU SYSTEM™

THE CURE FOR THE MENU BORED℠

Value Added
Reseller

EPICURE
DIGITAL
MENU
SYSTEM

TM

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'.

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.

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.

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.

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.

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.

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.

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

Value Added
Reseller

EPICURE
DIGITAL
MENU
SYSTEM

**MENU BOARD
ENGINEERING
DESIGN &
PRODUCTION**
with
Epicure Digital
LiveText™ & LiveMenu™
web templates

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 programed 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.
Menu board engineering, design and production is a one-time charge.

**GREETER BOARD
ENGINEERING
DESIGN &
PRODUCTION**
with
Epicure Digital
LiveText
web templates

Display your menus and general information at the entry to a dining facility
Multiple functions can include
• slide shows featuring photography, animation and other graphics
  programed 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
This service is a one-time charge.

**NUTRILIVE™
NUTRITIONAL
MENU LABELING**
Cost based on
scope of project

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.

**PROMOTIONAL
CONTENT**

Cost based on
scope of project

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.

**SYSTEM
ARCHITECTURE**
with Project
Coordination
and Remote
Installation

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. *This service is a one-time charge per location.*

**ONGOING
SUPPORT
& LICENSE
& TRAINING**

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.

EPICURE DIGITAL MENU SYSTEM™

CENTRA CLOUD SERVER

NETWORK CONFIGURATION PLAN
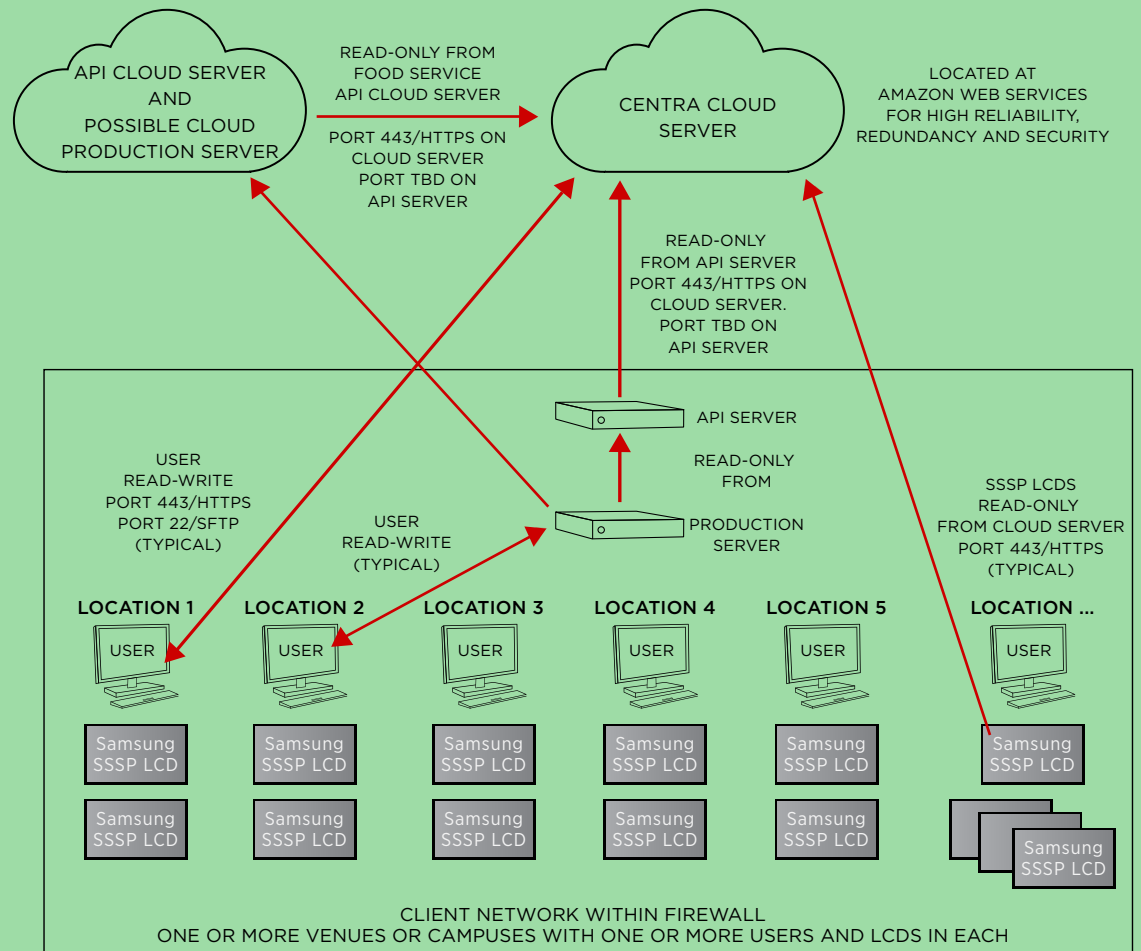
EPICURE DIGITAL CENTRA SYSTEM

**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.

API CLOUD SERVER
AND
POSSIBLE CLOUD
PRODUCTION SERVER

READ-ONLY FROM
FOOD SERVICE
API CLOUD SERVER

PORT 443/HTTPS ON
CLOUD SERVER
PORT TBD ON
API SERVER

CENTRA CLOUD
SERVER

LOCATED AT
AMAZON WEB SERVICES
FOR HIGH RELIABILITY,
REDUNDANCY AND SECURITY

READ-ONLY
FROM API SERVER
PORT 443/HTTPS ON
CLOUD SERVER.
PORT TBD ON
API SERVER

API SERVER

USER
READ-WRITE
PORT 443/HTTPS
PORT 22/SFTP
(TYPICAL)

READ-ONLY
FROM

PRODUCTION
SERVER

SSSP LCDS
READ-ONLY
FROM CLOUD SERVER
PORT 443/HTTPS
(TYPICAL)

USER
READ-WRITE
(TYPICAL)

LOCATION 1   LOCATION 2   LOCATION 3   LOCATION 4   LOCATION 5   LOCATION ...

USER   USER   USER   USER   USER   USER

Samsung SSSP LCD   Samsung SSSP LCD   Samsung SSSP LCD   Samsung SSSP LCD   Samsung SSSP LCD   Samsung SSSP LCD

Samsung SSSP LCD   Samsung SSSP LCD   Samsung SSSP LCD   Samsung SSSP LCD   Samsung SSSP LCD   Samsung SSSP LCD

CLIENT NETWORK WITHIN FIREWALL
ONE OR MORE VENUES OR CAMPUSES WITH ONE OR MORE USERS AND LCDS IN EACH

EPICURE DIGITAL MENU SYSTEM™

CLASSIC SERVER

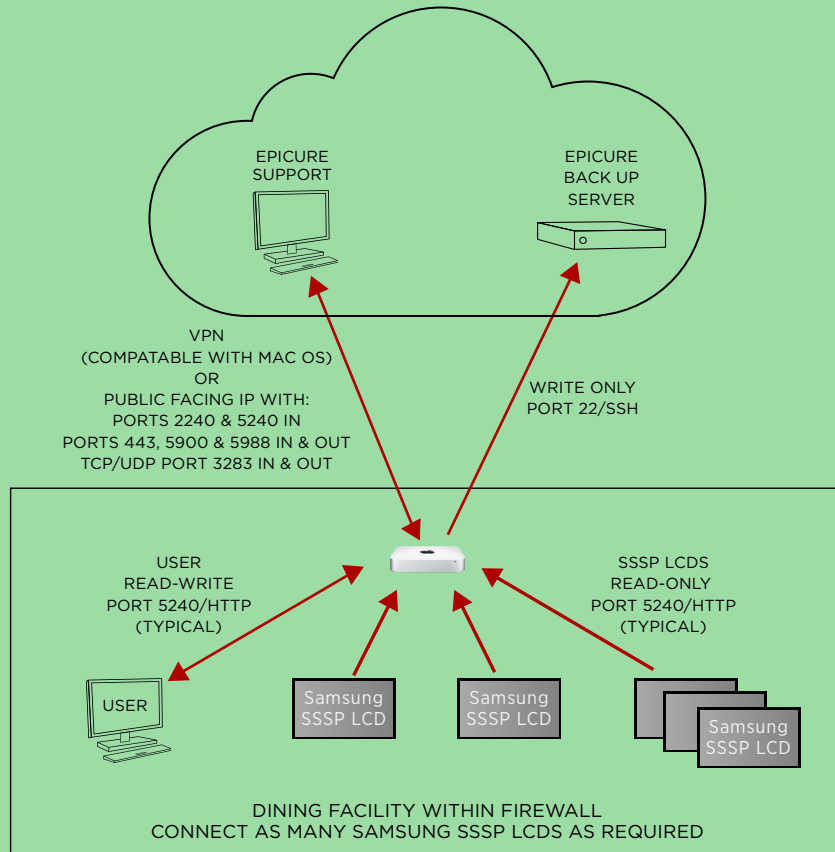**NETWORK CONFIGURATION PLAN**

EPICURE
DIGITAL
MENU
SYSTEM
™

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.

EPICURE
SUPPORT

EPICURE
BACK UP
SERVER

VPN
(COMPATABLE WITH MAC OS)
OR
PUBLIC FACING IP WITH:
PORTS 2240 & 5240 IN
PORTS 443, 5900 & 5988 IN & OUT
TCP/UDP PORT 3283 IN & OUT

WRITE ONLY
PORT 22/SSH

USER
READ-WRITE
PORT 5240/HTTP
(TYPICAL)

SSSP LCDS
READ-ONLY
PORT 5240/HTTP
(TYPICAL)

USER

Samsung
SSSP LCD

Samsung
SSSP LCD

Samsung
SSSP LCD

DINING FACILITY WITHIN FIREWALL
CONNECT AS MANY SAMSUNG SSSP LCDS AS REQUIRED

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.