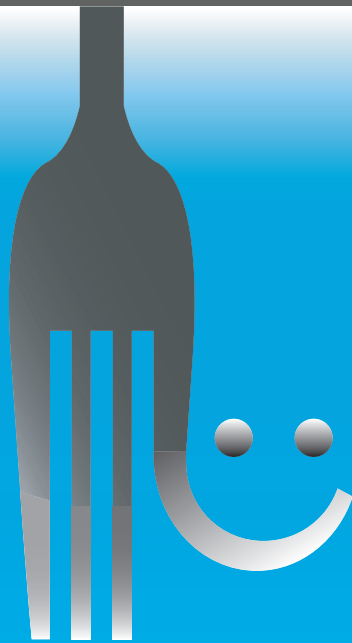


THE CURE
FOR THE
MENU BORED

THE BEST SELLER
ON A MENU

IS MARKETING
A LA MODEM



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MARKETING A LA MODEM™
IS THE RIGHT MESSAGE

- Play animation, video, and billboard-like banner imagery
- Maximize menu board real estate with looped multiple messages
- Integrate national, regional, local store marketing and point-of-purchase
- Minimize non-compliance in the field

THE RIGHT TIME

- It's paperless. No waiting weeks for menu strips, translites and signs
- React quickly to competition and current events
- Download price changes and promos
- Automate menus by day part

THE RIGHT DEMOGRAPHIC

- Schedule promos to match daily shifting demographics
- Override scheduling with customer and inventory-sensitive information

THE RIGHT PRICE

- Eliminate printing, shipping and non-compliance costs
- Excite customers and increase sales
- Reuse existing artwork
- Use Mac® or PC graphic files.



EPICURE DIGITAL MENU SYSTEM

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