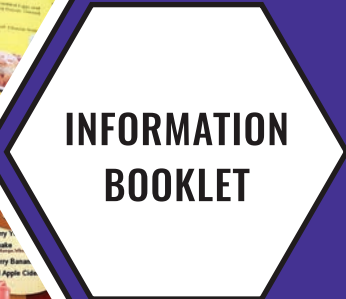




DIGITAL MENU SYSTEM



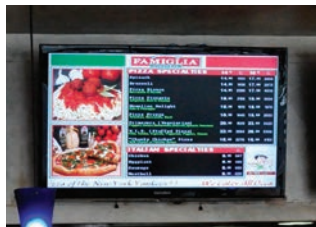
INFORMATION
BOOKLET

WHAT ARE DIGITAL MENUS

Digital menus take the place of static displays and menu boards like printed signs and banners, back-lit signs, chalkboards, or hard copy menu boards. Digital menus allows you to update content throughout the day by scheduling the appropriate content at the correct time and the right place *to directly impact your sales.*

GREAT FIT FOR:

- RESTAURANTS
- SUPERMARKETS
- CONCESSION STANDS
- RETAIL STORES
- MOVIE THEATERS
- UNIVERSITIES
- HOSPITALS
- HOTELS
- BANKS



PREMISE BASED - VS - CLOUD BASED

Let's first start by defining what Cloud Based and Premise Based mean. The Cloud Based delivery model, in which software and storage are provided off site by a third party hosting center, allows an end user access to the software via an Internet browser. Premise Based systems do not require an internet connection to function and the user

has complete control over the local computer and software. Many organizations have tried Cloud Based solutions and are moving away from them for various reasons. Let's explore the answers to some very important questions that should be asked before making a decision on a digital menu board product.

WHICH TYPE OF PRODUCT REQUIRES MORE I.T. SUPPORT?

While a Cloud Based solution may work satisfactorily for a company that is willing to commit IT resources to support an internet based software model, it is complicated and time consuming to maintain a larger system with multiple locations and various implementations of routers and firewalls.

WHO WILL HAVE CONTROL OF MY DATA?

The question that may pop up into your head if you're considering a Cloud Based solution: Are you giving up control ownership of your data to the software provider? The answer to this is YES. Cloud Based software providers use a reoccurring revenue business model and are usually interested in gaining additional profits by offering some third party access to customer information, digital assets and other data. Read the fine print in the extensive and complicated contracts!

WHAT PRODUCT WILL BE MORE SECURE AND RELIABLE?

With Premise Based solutions, data loss can be permanent if no backup of the data was performed. The user has complete control over this and should make regular backups of their data. When a Cloud Based system fails not only can you experience operational outages but in addition any backups that have been made may also have been compromised. In fact, implementing a solution that is hosted in the cloud is vulnerable to system wide outages whereas premise based systems with continue to operate without interruption.

WHICH SYSTEM IS CUSTOMIZABLE FOR MY BUSINESS NEEDS?

The "one size fits all" approach that Cloud Based providers offer, severely restrict customization of the application to meet your unique business needs. In fact, many times, software updates to Cloud Based systems have destroyed any customization that may have been done and rebuilding everything from scratch is required.

In summary, ElectroMenu® is a Premise Based system that is designed to be fault tolerant and secure, providing a better return on investment, more control and security over data, and offer a lower long term cost of ownership.

THE ELECTROMENU® DIFFERENCE

- Assembled in USA
- 3yr Hardware Warranty - Extended warranty available
- Industrial grade, fan-less and no hard drive designed controller
- Virus & Hacker resistant, embedded OS
- Unlimited, free lifetime phone support
- Simple to use with built in smart object creation for design purposes
- Create up to 255 zones/objects per slide per screen
- Up to 16 uniquely programmable day-parts per day with date range scheduling
- Ability to use current software to create content for use with tool if desired
- Content creation, scheduling/management and communications tools embedded as standard
- Multiple remote locations "pull" proprietary content files from main office
- Security functions allow multiple locations to make design changes locally, without web access or third party tools. Internet and PC are optional
- Each controller checks integrity of content before displaying
- Free software updates for the life of the product
- All software updates are secure and AES encrypted
- All software updates are verified and automatically deployed to all units connected to main office.
- Maintenance agreement available for the life of the product
- On-site installation and training on technical functions and content design





WHAT WE WILL DO FOR YOUR BUSINESS

Using the ElectroMenu® system, you will experience increased sales and improved customer interaction, which leads to greater profitability. ElectroMenu® conveys a professional

image of your business that is always timely and up to date. Our software allows you to be creative, with easy-to-use technology, and lets you to target your specific customers based on their needs.

10x

ElectroMenu® attracts 10x more attention than a traditional menu board

Traditional Menu Boards



ElectroMenu®



“The easiest Electronic Menu to use on the market.
Everything you need in one smart device!”

- QSR Magazine

EVERYTHING NEEDED BUILT INTO ONE EASY TO USE DEVICE !

All these features and benefits in one product

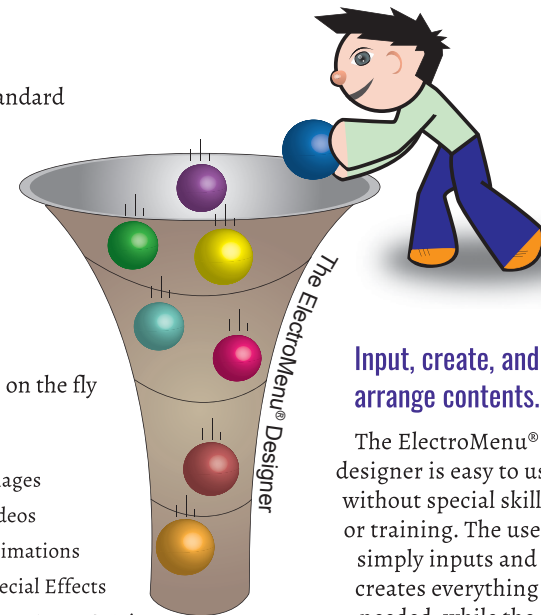
- Built in animation and special effects
- POS, Excel, & Price Book Interface built in as standard
- Schedule menus by time of day
- Schedule menus by range of dates
- Drag and drop mouse controls
- Use any digital photos
- Uses only 10 watts of power
- Multi-store enterprise manager
- Instantly update and add new items and prices
- Easily change specials and promotions
- Test your promotions, specials, and price points on the fly
- Built in content security functions

ALL IN 1



- Images
- Videos
- Animations
- Special Effects
- Menu Items & Prices
- Security Options
- Fonts & Text
- Schedule

ONE
COMPLETED
MENU FILE



Input, create, and arrange contents.

The ElectroMenu® designer is easy to use without special skills or training. The user simply inputs and creates everything needed, while the designer produces one single file for each menu required.

BUILT TOUGH

Versatility gives you more options and less problems

The ElectroMenu® system was designed and built to fit any business environment, even the harshest ones. Our system is fan-less, giving it the ability to withstand high levels of dust, oil, and other liquids. This versatility allows you to mount your ElectroMenu® unit wherever it is best suited for you or your business. Digital content can also be accessed and scheduled remotely to any number of digital display screens from any location with access to a network connection. This gives digital signage administrators the unique ability to educate, inform, and entertain out-of-home audiences from any location to any location, worldwide.



WE ARE A FULL SERVICE COMPANY

The digital signage and electronic menu software ElectroMenu® provides, gives our customers a host of helpful and necessary features including remote access and control, content design, content scheduling (day parting), health monitoring, and multiple file support. We continually add additional features to the product as customers require expanded features in the systems they are deploying. With your purchase of an ElectroMenu® system, you receive the benefit of 360° service for the entire lifetime of ownership.

360°
SERVICE

FREE:

- LIFETIME PHONE SUPPORT AND SOFTWARE UPDATES.
- FULL SERVICE INCLUDING CONSULTATION.
- ON-STAFF DESIGNERS TO HELP BRING YOUR VISION TO LIFE.

PEACE OF MIND. THAT'S OUR GUARANTEE.

NO CRASHING

Our product is a completely solid state system. There are no moving parts and no possibility of a hard drive failure. Guaranteed.

NO INTERNET OR PC REQUIRED

No internet connection or PC is required to operate a single store unit. This ensures full time service and no down time because of a potential website failure.

NO ONGOING FEES

When you purchase your ElectroMenu® system, you own it! That means no fees for operating, or designing. . . EVER!

HOW IT WORKS



THE CONTROLLER

The ElectroVue controller is designed with all of the ElectroMenu® software you will need to create and run your digital menu and/or signage. From built in scheduling, drag & drop tools, animation, and more, this unit has it all.



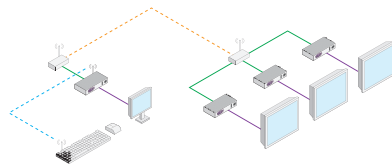
THE KEYBOARD & MOUSE

At the simplest level you can use our wireless keyboard and mouse to start creating & managing your digital menu and digital signage content across all networked units.



THE MONITOR

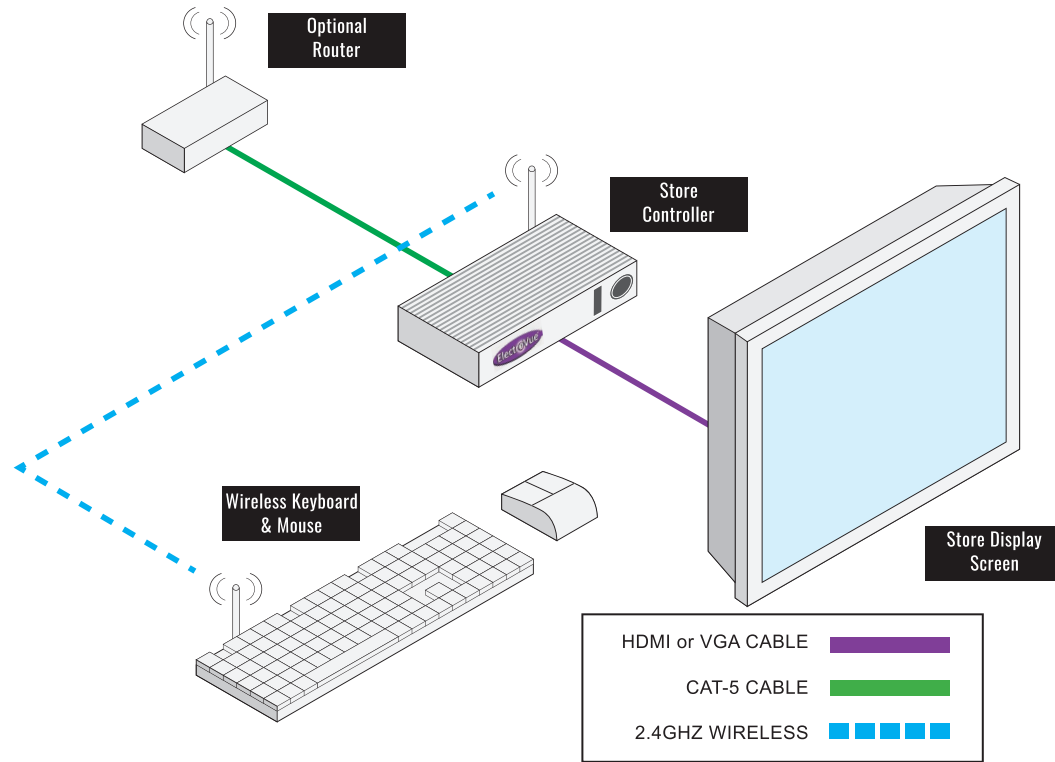
Each ElectroMenu® unit connects to a high definition LED television or monitor via VGA or HDMI cable.



NETWORKABLE

Using ElectroMenu® software, you are able to configure multiple menus and/or signage from remote locations or corporate office headquarters.

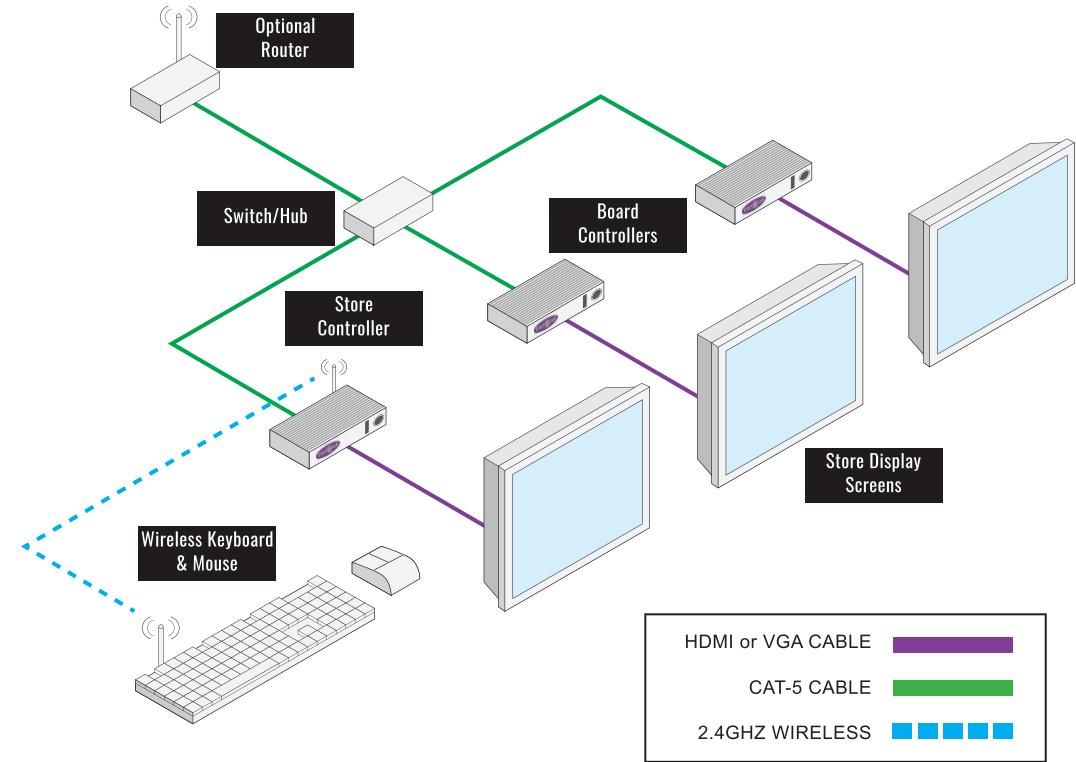
SINGLE STORE - SINGLE SCREEN CONFIGURATION



ElectroMenu® offers a basic system for a single store, single screen configuration. The display, is connected to the store controller via an HDMI or VGA Cable. For easy on-the-go menu and/ or signage changes, ElectroMenu® provides a

wireless keyboard and mouse that works with the store controller. Users may change menu items, prices, day parting, and even create new designs. The system also offers a network port for remote access through the internet router.

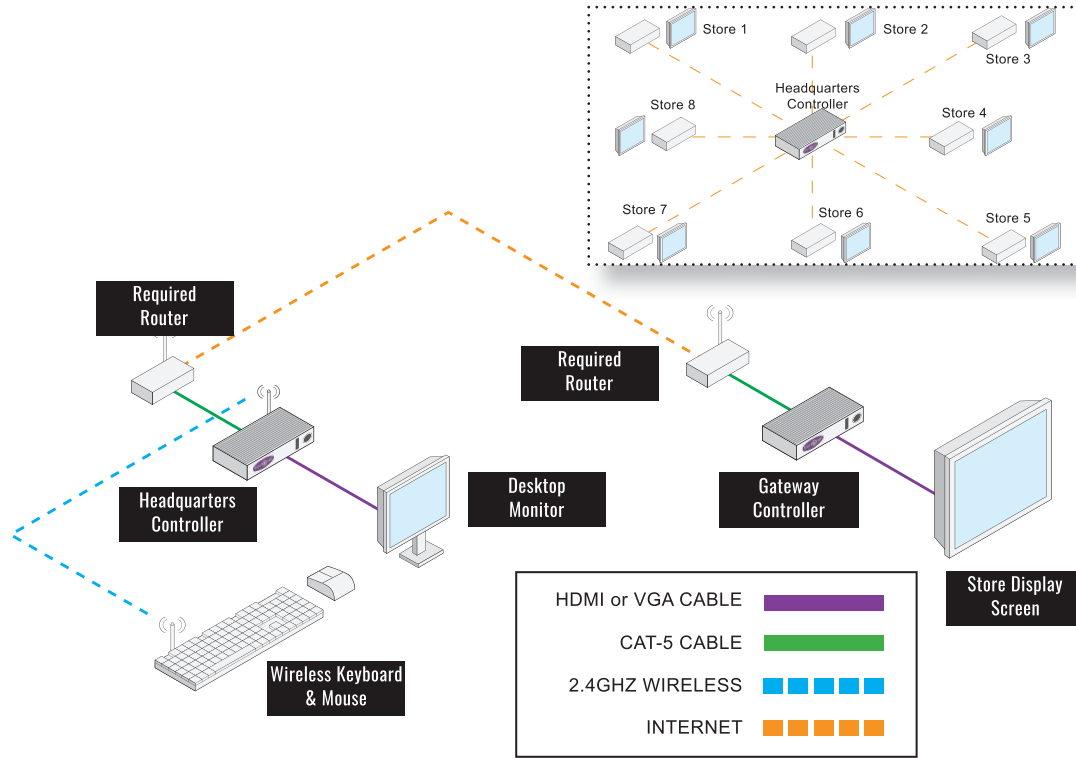
SINGLE STORE - MULTI-SCREEN CONFIGURATION



For multiple electronic menu boards, our single store, multi-screen configuration is best suited. One display may be attached to the store controller, while the other monitors are attached to board controllers. The store controller, and the board controllers are connected to a switch/

hub using Cat-5 cables. Menu changes are easily accomplished using the wireless keyboard and mouse at one of the displays. The switch/hub will then automatically communicate the change to the correct monitor. An optional router may be plugged into the switch/hub for remote access.

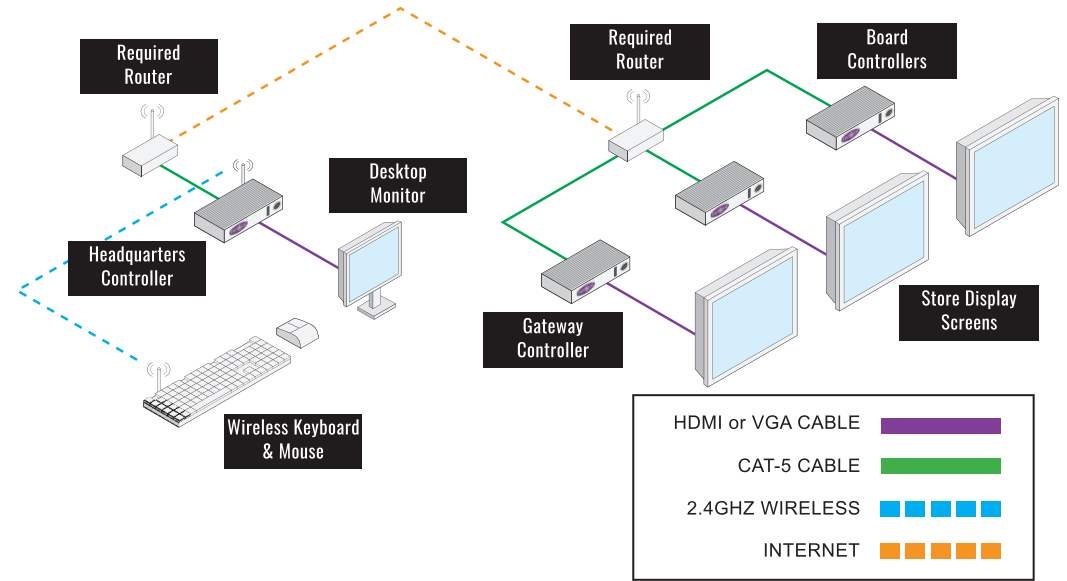
MULTI-STORE - SINGLE SCREEN CONFIGURATION



The most appropriate configuration for multiple stores, is the multi-store structure. The headquarters controller usually resides at the main office to manage slides and scheduling for all

controllers that are connected at various remote locations. The gateway serves as the control point in a store location managed by the headquarters controller. The gateway periodically checks in to

MULTI-STORE - MULTI-SCREEN CONFIGURATION



the headquarters controller for updates to slides or schedules, and may be connected to a monitor for display, if desired. Additional displays are connected to board controllers, and pull their information from

the gateway. Optionally, a wireless keyboard and mouse may be connected to the gateway controller, so changes to slides or schedules may be done at the store level as security options permit.

TESTIMONIALS & INSTALLATIONS

COST-EFFECTIVE

Baker's Drive Thru regularly printed static menu boards for its locations. Costly. ElectroMenu® eliminated endless overhead and cumbersome printing delays with its easy-to-use technology.



EFFICIENT

Slack's Hoagie Shack owner, Howard Spector, needed a product that would increase staff efficiency. ElectroMenu® does. Spector's staff is no longer mired in time-consuming menu updates. At Slack's Hoagie Shacks, ElectroMenu® installed 26 electronic menu boards at 13 store locations to provide Spector's staff with the ability to customize menus with a few simple clicks.

"We looked at all of our options and decided that ElectroMenu® was the most reliable, cost effective solution out there."

- Howard Spector
Owner, Slack's Hoagie Shacks

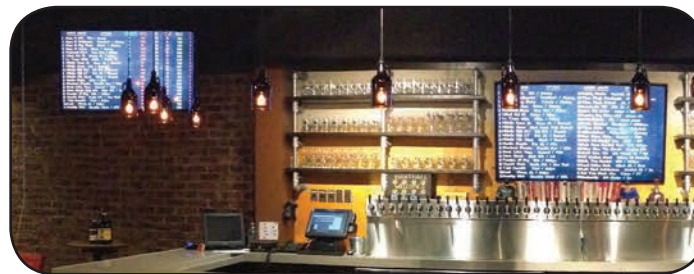
CUSTOMIZABLE

Bajio Mexican Grill owner Nick Lombardi's staff executed daily menu changes to highlight lunch-time specials. His staff needed a system that could be easily updated to accommodate its daily needs. ElectroMenu® provided the answer with dynamic visuals and programmable menu changes. No hassle. No delays.



ELEGANT DESIGN

Zoe's of Vermont owner, Guy Thomas, researched different electronic menu boards. To replace hand written chalk board menus, he selected ElectroMenu® for its quality and flexibility. Now, Zoe's creates and changes beautiful menus with a few clicks of a mouse.



STREAM-LINED

Miso Fresh Asian owner, Jay Underwood, manages multiple stores. He needed a way to control menu content in multiple locations simultaneously. ElectroMenu® technology provided Miso Fresh Asian locations with management technology that allowed staff to save time and invest their resources more efficiently.



"We researched the market for a new digital menu board and chose the ElectroMenu® system based on quality and flexibility. We love this product! It's everything they said it was and more."

- Guy Thomas
Owner, Zoe's of Vermont

INFORMATIVE

Eisht Ball, a local pub and brewery in Kentucky, needed a way to update their menus as their beer selection changed throughout the day. Since purchasing an ElectroMenu® system, Eisht Ball can now keep their customers informed with which brews they are currently selling.

OUR MISSION

At ElectroVue, we strive to lead in the invention, development, and manufacture of the industry's most advanced digital display technologies, including display panels, computer hardware, and software. We translate these advanced technologies into value for our customers through our team of both company and factory trained professionals nationwide.



JUST DREAM, DESIGN, & DISPLAY

ElectroVue

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