

A NEW DINING EXPERIENCE

eMenu

Digital Menu



Summer Technology
BRIGHTER BUSINESS SOLUTIONS

 **Conceptic**



A NEW DINING EXPERIENCE

Summer Technology Pty. Ltd. is proud to present Conceptic Australia and the e-Menu Digital Menu ordering system. This new product offers businesses the opportunity to enrich and enhance the dining experience for their customers with a completely digital menu and electronic touch-screen innovation.

This product suits Pubs and Restaurants that want to maximize revenues by providing quality products and a good and efficient service, all in an enjoyable atmosphere for their patrons. Customers want good service, they don't want to wait around to order food or drinks, to receive their order or ask for the bill. They want to look through the menu at their leisure and make the best choice based on what they see.

The e-Menu is an interactive touch-screen menu located on each table, bar or booth. The e-Menu offers patrons a full range of ordering and interactive entertainment services.

The Applications Can Include:

- **Visualising the menu with quality photographs, providing a full description of each item, pricing and even including some additional information such as calorie count.**
- **On-screen ordering**
- **Calling for the waiter or waitress**
- **Calling for the bill**
- **Communicating through the networked screen with other patrons**
- **Interactive games to keep the younger patrons entertained**
- **Music and Video selection**
- **Television and much more**

Importantly, e-Menu provides a dynamic media for promotions, including special offers for patrons and targeted advertising for customers. The whole system operates through a network which connects the touch-screen computer on each table to the Management Centre and a Point of Sale System at each site.



e M e n u

THE PRODUCT

The e-Menu is a computer based system, with an LCD touch-screen at each table.

Each touch-screen contains an electronic menu and leisure features for customer use. As patrons order through the e-Menu, the central management console screen will highlight the order and notify the waiting staff and kitchen.

Patrons can also call the waiting staff for assistance or just add to their original order as they are enjoying the entertaining atmosphere.

At the end of their dining experience, patrons can call for their bill at the touch of a button.

The Goals of the e-Menu:

- **To enrich and upgrade the dining experience**
- **To create platform for commercials & advertising**
- **To increase revenue and profit**



THE PROCESS

While the order is being prepared, the patrons enjoy the system's leisure content.

Patrons can order by themselves through touch screens located at their table.

The business owner or manager can choose one of the three models available and switch between those models as the e-Menu evolves.

Model 1 - No Ordering

Patrons can only view the electronic menu and cannot use it to order. It can be used to call for service or ask for the bill.

Model 2 - Waiter Takes First Order

The waiter takes the first order. Once the table is open at the Point of Sale, the patrons can self order after that.

Model 3 - Self Ordering

Patrons can order by themselves with little or no involvement from the waiter. The waiter brings the orders to the table.

THE FEATURES

Interactive Menu

The e-Menu provides an interactive menu with photos, ability to call the waiter and call for the bill.

Interactive Games

The e-Menu provides a large variety of interactive games for the pleasure of the diners. Some games are mainly for young kids and some are for adults.

Interactive Chat

The e-Menu provides a special chat function which enables patrons to communicate with people at other tables electronically.

Jukebox

Patrons can choose their desired music from the playlist provided.

Other Features

The e-Menu has many other leisure content for the enjoyment of the patrons such as Funny Pictures, Numerology, Television and more.

THE BENEFITS

Increase Revenue for Business Owners:

- Increase Sales, Up Selling and Impulse Buying
- Customer Loyalty Programs
- Advertising Revenues

Reduce Costs and Improve Processes:

- Improved utilisation of waiting staff
- Timely, accurate and efficient ordering process that can be measured
- Interface to Point of Sale Systems

Improve Customer Service:

- More detailed and informative menu
- Enhanced dish personalisation
- More flexibility and freedom to order

Enhance the Dining Experience:

- Interactive games, chat and fun stuff
- Pictures and videos
- Ability to select music
- Aesthetics of using touch-screens



WHY CHOOSE E-MENU

- Patrons using e-Menu ordered 28% more Coca Cola, 45% more Beers and 88% more Cocktails
- People tend to eat with their eyes. When the patrons see pictures of the dishes they usually order more
- Average revenue per customer increased by 30% at tables with e-Menu
- Customers call in advance to reserve tables with the e-Menu
- Tables with e-Menu had increased revenue of 42%
- e-Menu system is cheaper than you think... approximately the price of 2 small coffees per table per day

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