

BETTER EXPERIENCES FOR YOUR GUESTS

SELF-SERVICE TECHNOLOGIES IN RESTAURANTS



PYRAMID

QSR

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When it comes to digitizing the hospitality industry, our Polytouch® kiosk terminals and our paging and tracking systems are in the premier league. They make ordering, payment, and serving processes more efficient and redefine the customer service experience at all touch-points.

We offer our kiosk models in basic configurations that satisfy many industry- and application-specific use cases off the shelf. Add-on components (e.g. touch display) or peripheral modules (e.g. printer) at an additional cost are therefore generally not needed.

This makes Polytouch® terminals your first choice for setting up a new or modernizing an existing self-service infrastructure. For special use cases, the terminal's platform principle enables both the cost-efficient implementation of your special requirements and a fast time-to-market. We can realize almost all your requirements for accessories, peripheral systems and mounting and fastening variants in the shortest possible time.

In this brochure we present terminals for different segments of the catering industry. The assignment of the models to a segment is based on our experience in kiosk construction and our knowledge of the market. You would like to use a different kiosk in your segment? Gladly! One of our principles is "Anything is possible!" You decide which technology you want to use and our experts will bring it to your space!

This also applies to the PLS paging and tracking solution. With the BASIC, PROFESSIONAL and EXPERT packages, we have created a holistic concept for hospitality businesses of all sizes that combines reliable performance, user-friendliness and flexibility when it comes to integration into existing self-service infrastructures.

Pyramid is one of the pioneers in the field of self-service technology. More than 60,000 of our Polytouch® terminals are in use at POI and POS worldwide. A well known industry giant in system gastronomy trusts in technology from Pyramid.

Our passion for digitalization has made us your gamechanger for the challenges of today and tomorrow. With innovative technologies, designs and services, we can ensure your success. We will accompany you as competent partners!

We are Pyramid: Agile. Creative. Reliable.

ABOUT THE AUTHOR

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READY FOR PEAK TIME

Order digitally and enjoy with all your senses!

With an annual sales volume of over 60 billion Euro (2019), the hospitality industry is one of the most important economic drivers in Germany.

In just 10 years, it has managed to increase revenue by a full 35%. This steady upward trend is set to continue after the end of the pandemic, and so is the need for self-service technologies.

Surveys of fast-food and quick-service restaurant patrons show that terminals for ordering and paying are already very popular today.

For approximately 65% of interviewees the option of self-service at kiosk increases their willingness to visit the restaurant. Approximately 55% prefer a kiosk when the line at a conventional cash register is longer than 4 people. The numbers speak for themselves: guests want modern self-service technologies as part of their visit to quick-service and casual restaurants.

And what about restaurant operators? They earn an average of 30% more per order through effective upselling at the terminal. What's more, kiosks relieve the pressure on staff. Precious staff resources can be used elsewhere: for tidying up the food service area, decorating the space, or advising customers with questions about allergens or ingredients.

Digitization brings many advantages, and not only to the big players with their large fast-food and quick-service restaurants in high-frequency zones: Providers with smaller branch networks and individual restaurateurs also benefit from self-service technologies: Do you want to notify guests in your beer garden that their meal orders are ready? A clear case for paging! Do you offer table service? Use tracking to make sure that every meal really reaches the right customer quickly and reliably!

As you can see: Digitizing your hospitality business or upgrading its existing self-service infrastructure benefits both your guests and

you, the operator. When you choose POLYTOUCH®, you will benefit from solutions that increase your sales. The future-proof self-service of Polytouch® technologies are long-term assets that guarantee a high return on investment. Our space-saving terminals make optimal use of your floor space, enable profitable upselling opportunities, and their elegant design invites your guests to the convenience of self-service.

With POLYTOUCH® your guests get attractive, appealing and easy-to-use kiosk solutions that optimally fulfill their desire for a modern digital ordering and payment process that shortens queues and waiting times.

On the next pages, we will take you on an exciting journey to some segments of the hospitality industry and the self-service technologies POLYTOUCH® provides for them. We will show you in detail which terminals are best suited to which use cases and where the advantages lie. Self-service technology can make sense for take-out, bars, cafes and food trucks.

*Want to know how? Read on!
We hope you enjoy!*

TWO IS BETTER

Eyecatcher included...



02. QSR

Polytouch® 27" PASSPORT

Our PASSPORT kiosk family is designed for high-frequency continuous operation and is therefore particularly suitable for fast-food and quick-service restaurants with volatile or consistently high foot traffic. A PASSPORT speeds up the ordering and payment process many times over, taking care of even the longest queue in no time at all.

With a Polytouch® 27"-PASSPORT two kiosks operate in tandem. In one fell swoop, you'll have twice the capacity to serve your guests. With a chassis that is only about two palms deep and a minimal footprint, the 27"-PASSPORT takes up very little space, so it can easily fit into smaller restaurants.

The large 27"-Full HD touchscreens effectively showcase your food and beverage offerings. They show off razor-sharp videos and images in brilliant colors, so your guests get a true-to-life impression of the freshness and quality you prepare for them. And remember, 30% more sales per order through upselling! On the 27"-PASSPORT, your upselling offers will appear so tempting that virtually no one can resist.

Like all Polytouch® terminals, the 27"-PASSPORT is not only functional! With its clean contours, super slim appearance and designer stand, it simply looks great in any hospitality concept. This turns the kiosk terminal into a landmark for your guests that is visible from afar and invites self-ordering.

Of course, the invisible cable routing through the stand also contributes to its unmistakable appearance. There are no sub-floor power outlets, power and data can be supplied through an appropriate ceiling suspension.

What else can be said about the 27" PASSPORT? Oh yes: we almost forgot! The screens are available with antibacterial coating on request. And while we're on the subject of hygiene: The terminal can be equipped with a holder for sanitizer and transparent side panels for social distancing.

03. FCR

Polytouch® 32" PASSPORT

Like its smaller brother, the 32"-PASSPORT is designed for restaurants where service staff at the order counter regularly work up a sweat, and guests are annoyed by the length of the queue.

The 32"-PASSPORT provides a remedy for this environment - once and for all - and will put a smile on the faces of your staff and your guests. In the double display version, the PASSPORT can even take care of two guests at the same time.

The PASSPORT's huge 32"-full-HD touch display is particularly suitable for the clear presentation of large menus. Your upselling offers (substitutions, side dishes and beverages) are also presented effectively.

During idle times, the displays use images and videos to draw attention to your special promotions or your advertising partners marketing messages providing options for additional sources of revenue to you.

The PASSPORT is a prime example of a kiosk system whose sophisticated technical design gives its operator a great deal of freedom of choice. Different formats (single or dual display) and mounting options (stand or wallmounted) as well as a small footprint guarantee maximum flexibility in positioning the terminal on the floor.

And the freedom continues when upgrading or retrofitting the PASSPORT with peripheral modules. There is plenty of space within the console (belly) and in the display frame. This provides cost effectiveness through simple yet customized adaptation of the PASSPORT to your current and future use cases.

The big players in the hospitality industry have demonstrated that the AI age has arrived in the industry. With the 32"-PASSPORT, you too can take this path, e.g. by expanding the terminal's peripherals to include a camera for facial recognition using AI-supported processes.

The design of every Polytouch® solution is guided by the motto "Keep it simple and smart." That's why the 32"-PASSPORT is more than easy to install for the first time or be moved to another location. Its plug-and-play principle is so clever that assembly and disassembly can be done quickly, without tools, with just one technician and virtually without instructions. This saves time and money!

See for yourself: scan the barcode to see the video!



MAXIMUM FREEDOM!

Today, tomorrow and beyond...

04. QSR AND FCR

43"-A-FRAME (4K)

We are extremely proud to present two digital signage solutions from our youngest family member in this brochure. However, there is no need for premiere fever. Read on!

You keep hearing it: "Customer acquisition is difficult!" We disagree: The A-stand redefines the term freedom of information, because it carries your marketing message to where it reaches new guests the fastest: in front of the restaurant!

Show off the good things you have in your pots and pans on the sidewalk or in your outdoor restaurant and motivate passers-by to enter and try them.

The A-Frame is almost 5 ft. high with a screen diagonal of more than 3 ft. Nobody just walks past that much digital advertising space. With its 4K resolution, it brings menu cards and special promotions to the people - in good and bad weather, with absolute sharpness of detail and in vibrant colors and rich contrasts!

That's because the display's optical bonding prevents light reflections on top of the glass in sunny as well as condensation underneath it in rainy weather. Thanks to optical bonding, the display is also fully protected against dust and even strong jets of water (IP65 certification).

You will derive the benefits of the weatherproof A-Frame in front of your door in all seasons and all environmental conditions. Now you say: "That sounds great. But how does power and my content get into and up on the A-Frame?" The answer: "Quite simply via wireless network or a 220 Volt outlet. If you like it completely wireless, we can also deliver the A-Frame with a battery pack."

Are you in the mood for even more digital signage products?

Then turn the page!



STOP PASSERS-BY!
Featuring spectacular content in 4K...

04. QSR AND FCR

55" MEGASCREEN (4K)



SHOW IT ON THE BIG SCREEN!

You can't get more spectacular content...

Does this seem familiar? You've recently given your menu an update. The new menu boards have been printed, sent out and are hanging above the counter. Changing over to the new ones in all of your locations was time-consuming, as usual; handling the plastic sheets while balancing on a ladder, not without its difficulties, as always. And all the while you know: The next change is never long in coming and then it's back to square one: Everything back to the beginning and all over again. Time for digital menu boards!

The MEGASCREEN is an efficient and elegant solution to rolling out menu changes, current special offers or new dishes in your network of sites: it is all effected by a central administrator practically at the push of a button.

Like the A-Frame, the MEGASCREEN displays your visual content in 4K (UHD). The screen resolution of 3840 x 2160 pixels makes colors so crisp and details so sharp that just looking at the images and videos turns a small appetite into a big one.

The lifetime of the LED panel, which provides the illuminated display, is 100,000 hours. This corresponds to a durability of an incredible 12 years - in 24/7 continuous operation! So you can be sure that the MEGASCREEN rewards its purchase with a long return on investment.

The MEGASCREEN is also available with a touch panel! Guests can use this to interact with the content on the huge display in the entrance area and in the dining rooms. Pure infotainment! The use cases that result from this are as numerous as they are exciting: being welcomed by avatars, virtual tours behind the scenes of your restaurant, information about the nutritional value and ingredients of the dishes, little sweepstakes games ...

Of course, you can also simply run hip videos on the MEGASCREEN. All this increases the loyalty to your brand and the loyalty of your guests to your restaurants!

The MEGASCREEN's touch panel is made of 2.8 mm thick glass with hardness grade 7, making it highly resistant to damage. The optical bonding of the touch and LED panel guarantees excellent legibility and visibility of the screen content even in difficult lighting conditions.

As you can see: our digital signage touch displays complete the Polytouch® product portfolio with important solutions for your restaurant.

05. THE PYRAMID TRACKING SOLUTION PLS

PROFESSIONAL OR EXPERT?

PYRAMID PAGING OR TRACKING SYSTEM –

SOPHISTICATED AND PRECISE TECHNOLOGY



Either way, we've got something for you...

The order is ready for pickup at the food counter. But how does this good news reliably reach the hungry customer? A clear case for tracking with PLS PROFESSIONAL from Pyramid Computer.

You are asking yourself: How exactly does this work? It's simple! Your service staff enters the guest's order into the POS and hands them a puck. With the small disc in hand or pocket, the guest finds a seat in the restaurant. As soon as the order is ready, the puck receives a message from the PLS, which it passes on to the guest by means of an acoustic or visual signal. They can now make their way to the food counter, where their delicious meal awaits them. Gone are the days when guests forget or lose their pickup code or don't hear the service staff's call.

Now you say: Fine, but I offer table service. The answer: Tracking with PLS EXPERT so that every meal reaches the customer quickly and reliably! EXPERT tracks a person via their puck in real time, i.e. changes in position are registered immediately. In this way, the waitstaff can find the guest even if he or she has moved after placing the order.

For even further process optimization, you can integrate one or more kiosk terminals into your point-of-sale or point-of-service system. This way, your guests can enter the food orders themselves at the terminal, which then dispenses the puck.

With the PROFESSIONAL system, you have paging capability. If your catering concept changes, simply add EXPERT's tracking function to PROFESSIONAL. The openness and flexibility of PROFESSIONAL makes it possible. Start as a professional in paging and become an expert in tracking when needed.

We developed PROFESSIONAL and EXPERT for restaurateurs who have many guests to serve at the same time. For lower volume we have the BASIC paging package ready!

Do you have questions about PLS? We will be happy to advise and assist you from selecting the right package to support during installation. Simply send an e-mail to pls@pyramid.de.

We look forward to hearing from you!

06. TAKE-OUT, BARS, COFFEE SHOPS, FOODTRUCKS

Self-Checkout

Polytouch® FLEX + FLEX lite

The Polytouch® FLEX is Pyramid's tailor-made solution for any business where efficient use of space becomes a challenge because every square inch counts.

Due to its compact design, the FLEX fits in everywhere: in a tea or candy store, in a fashion boutique, in a stationery store. The small FLEX makes self-checkout a big hit with your customers.

The almost frameless and super-flat touch display in portrait format gives the FLEX the look and feel of a tablet. This creates a familiar usability for customers that invites them to the convenience of self-checkout. Incidentally, the FLEX received the prestigious European Product Design Award in 2020 for its pioneering design.

Despite its compact dimensions, the FLEX is a fully-fledged kiosk. Its stainless steel chassis makes the FLEX so robust that it can easily cope even with feisty customers.

In the countertop version, the FLEX can be placed on the sales counter. Stand and wall mounting are also possible, of course.

The standard version of the Flex includes a module for cashless payments. If desired, this can be supplemented with a component for accepting and returning banknotes and coins. This accommodates customers who still like to pay for small purchases with cash. Other peripheral modules can be added and upgradeable flexibly. The FLEX name says it all!

The FLEX lite, is designed for operators who, due to very limited space, need a kiosk with minimal space requirements. The Flex lite is like the FLEX's little brother: a kiosk concentrated to the absolute maximum. It is designed for no-frills self-checkout and contains everything needed: display, payment module and printer. That much technology may not fit in a vest pocket, but it does fit in the smallest salesroom.

FLEX and FLEX lite are kiosk systems for the clever retailer, because their sophisticated technical and optical design really give them a competitive edge and strengthen your own brand.

The FLEX in fast food restaurants.



FOR YOU, WE MAKE IT FIT !

Great technology for your small space...



PYRAMID

agile. creative. reliable.